

# intertextile

SHANGHAI apparel fabrics

中国国际纺织面料及辅料(春夏)博览会  
China International Trade Fair for Apparel Fabrics and Accessories – Spring Edition



10 – 12.3.2021

National Exhibition and  
Convention Center (Shanghai), China

Digital Services



messe frankfurt

## Digital exposure

### 01 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.

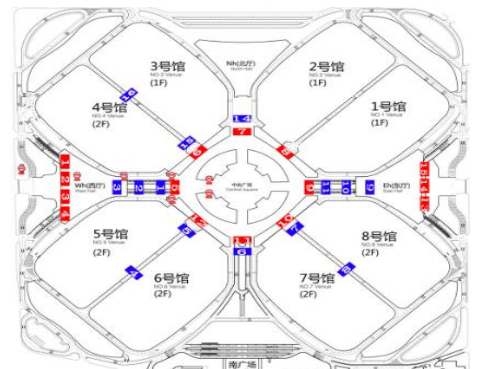
Application deadline: Please contact the organisers for details

Price:

Hall area:

01(a) All halls and passageways 15 seconds	USD 27,400 / RMB 222,300
01(b) South plaza glass wall 15 seconds	USD 9,400 / RMB 76,300
01(c) South plaza glass wall 10 seconds	USD 6,500 / RMB 52,800
01(d) South plaza glass wall 5 seconds	USD 3,600 / RMB 29,200
01(e) West plaza 15 seconds	USD 7,200 / RMB 58,400
01(f) Single LED 15 seconds	USD 1,400 / RMB 11,400

\*\* 01(b) – (e): The pricing is quoted per unit.



\*All halls and passageways refer to red LEDs and blue LEDs

### 02 LED advertisement – outdoor

Application deadline: Please contact the organisers for details

Price:

Outdoor:

02(a) North plaza right & left 15 seconds	USD 11,200 / RMB 90,900
02(b) West plaza right & left 15 seconds	USD 9,800 / RMB 79,500
02(c) West plaza along escalators 15 seconds	USD 5,500 / RMB 44,700
02(d) North hall 15 seconds	USD 13,700 / RMB 111,200

\*\* 02(a) – (c): The pricing is quoted per set (2 units).  
02(d) is quoted per unit.



Please contact us:

**Messe Frankfurt (HK) Ltd**

Contact: Ms Wendy Lip / Mr Gino Zhao

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

## Digital exposure (Cont'd)

### 03 INFANITY 3D Hologram

The INFANITY 3D Hologram is an advanced animation technology which makes your logo and products come to life. The animations are displayed using a hologram to create the illusion that the images are floating in the air. Using only a spinning fan, the technology is powered by 180 high-resolution LED lights that flash on only four light strips, which gives an eye-catching and vibrant effect for your logo and products.

To tailor to your needs, we have extensive animation offerings with various fan sizes of up to 100 cm. This allows you to project an incredible 3D animation as wide as 3.8 meters, or bigger by using multiple units (up to 6 to 28 units of 65cm-diameter fans). Seize this fantastic opportunity to connect with your audience both visually and emotionally!

Application deadline:  
Please contact the organisers for details

**Price:**

Display at booth	
03(a) Basic	USD 1,400 / RMB 11,400
— a logo	
03(b) Premium	USD 8,300 / RMB 67,400
— a logo, one product	
03(c) Enterprise	USD 13,700 / RMB 111,200
— a logo, two products	
03(d) Customised	Please contact the organisers

Display at public area in 15 seconds (organisers reserve the right of final decision)

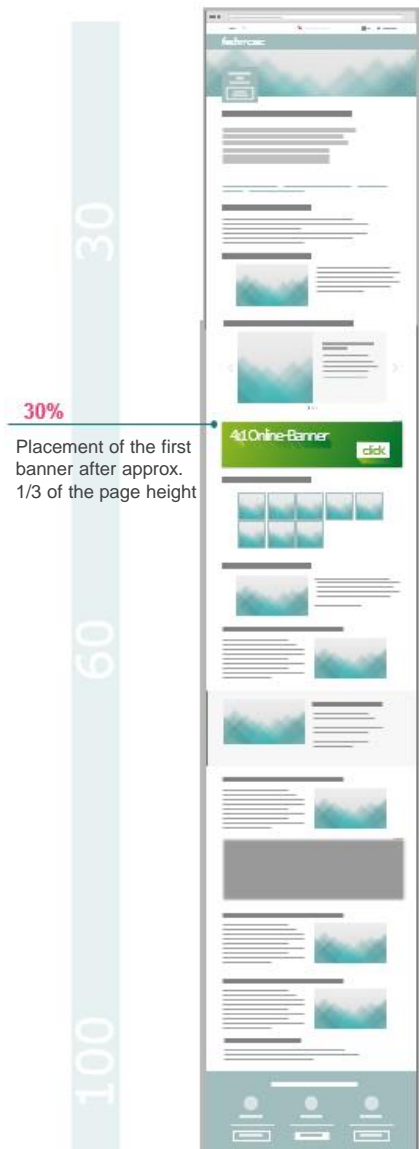
03(e) A logo and booth number — a 65 cm fan	USD 1,500 / RMB 12,200
03(f) A logo, a product and booth number — a 65 cm fan	USD 3,500 / RMB 28,400
03(g) A logo and booth number — 3 x 3 model	USD 7,400 / RMB 60,000
03(h) A logo, a product and booth number — 3 x 3 model	USD 8,900 / RMB 72,200



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**Digital exposure (Cont'd)**

**04 Online advertising banners**



Intertextile Shanghai Apparel Fabrics – Spring Edition 2021 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 x Height	Price (USD)	Price (RMB)
Homepage	3:1 1,140 x 380 px	1,400	11,400
Placement of the first banner after approx. 30% or 60% of the page height (5 rotations)	4:1 1,140 x 285 px	1,300	10,600
	6:1 1,140 x 190 px	1,100	9,000
Exhibitors and products page (5 rotations)	10:1 1,140 x 114 px	1,700	13,800

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Intertextile Shanghai Apparel Fabrics – Spring Edition 2021  
中国国际纺织面料及辅料（春夏）博览会展会

10 – 12 March 2021  
National Exhibition and Convention Center (Shanghai), China

Please return to:  
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**2021 Application Form  
Digital Services**

Digital exposure (Deadline: Please refer to the brochure)					
Quantity	Item no.	Description	Unit price (USD)	Unit price (RMB)	
	01(a)	LED advertisement – hall area	All halls and passageways 15 seconds	27,400	222,300
	01(b)		South plaza glass wall 15 seconds	9,400	76,300
	01(c)		South plaza glass wall 10 seconds	6,500	52,800
	01(d)		South plaza glass wall 5 seconds	3,600	29,200
	01(e)		West plaza 15 seconds	7,200	58,400
	01(f)		Single LED 15 seconds	1,400	11,400
	02(a)	LED advertisement – outdoor	North plaza right & left 15 seconds	11,200	90,900
	02(b)		West plaza right & left 15 seconds	9,800	79,500
	02(c)		West plaza along escalators 15 seconds	5,500	44,700
	02(d)		North hall 15 seconds	13,700	111,200
	03(a)	INFANITY 3D Hologram	Basic — a logo	1,400	11,400
	03(b)		Premium — a logo, one product	8,300	67,400
	03(c)		Enterprise — a logo, two products	13,700	111,200
	03(d)		Customised	Please contact the organisers for details	
	03(e)		A logo and booth number — a 65 cm fan	1,500	12,200
	03(f)		A logo, a product and booth number — a 65 cm fan	3,500	28,400
	03(g)		A logo and booth number — 3 x 3 model	7,400	60,000
	03(h)		A logo, a product and booth number — 3 x 3 model	8,900	72,200
	04(a)	Online advertising banners	Homepage 3:1	1,400	11,400
	04(b)		Homepage 4:1	1,300	10,600
	04(c)		Homepage 6:1	1,100	9,000
	04(d)		Exhibitors and products page 10:1	1,700	13,800
			<b>Total:</b>		

**Terms and Conditions**

- Reservation of advertisement space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers.
- The organisers reserve the right to decline any advertisement application.
- The use of the provided advertising media for trade shows and events that considered competitive events of the organisers is not authorised.
- 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.
- The organisers are not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
- 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.
- 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.
- 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.
- The locations of advertising media are subject to actual situation onsite and the organisers reserve the right to make deviations if necessary.
- In case that advertising media provision cannot be realized because of late submission of artwork by customer, the advertising fee is not refundable.
- 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.
- 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: hsbchkhkhk
- All bank charges are borne by the exhibitors / sponsors / advertisers.
- 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.
- 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.
- 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.

**We hereby agreed to abide by the terms & conditions outlined in the Intertextile Shanghai Apparel Fabrics – Spring Edition 2021 Digital Services Application Form.**

Company name: \_\_\_\_\_ Contact person: \_\_\_\_\_  
 Email: \_\_\_\_\_ Tel: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_  
 Signature: \_\_\_\_\_ Booth no.: \_\_\_\_\_ Date: \_\_\_\_\_