



intertextile
SHANGHAI apparel fabrics

14 – 16.4.2022

National Exhibition and Convention
Center (Shanghai), China
中国·国家会展中心(上海)

China International Trade Fair for Apparel Fabrics
and Accessories – Spring Edition

中国国际纺织面料及辅料(春夏)博览会

Digital exposure opportunities
数字化宣传方案

www.intertextileapparel.com

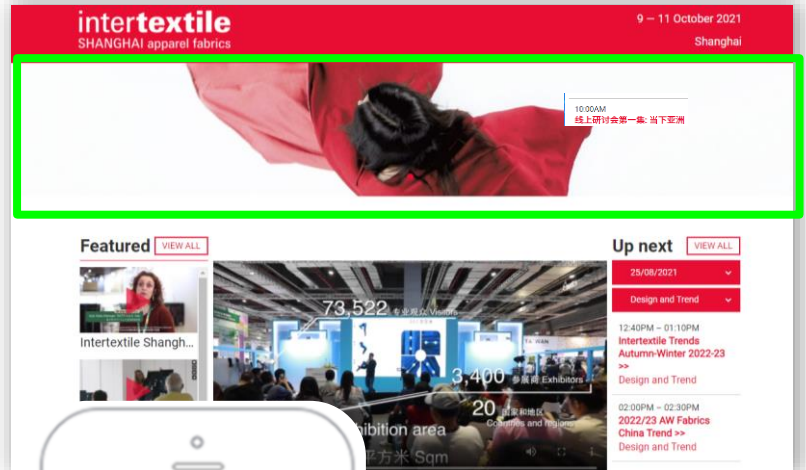
Intertextile Hub

On the brand new exhibitor's livestreaming and video platform, audiences can view product demonstrations or sharing sessions instantly. The livestreamed videos can also be shared as featured video to attract more potential buyers via the online presentation! Items on the Intertextile Hub shown as below are bundled with special packages, please refer to page 12 for more information.

(i) 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.

Banner size: 1,920(w) x 320(h) pixels

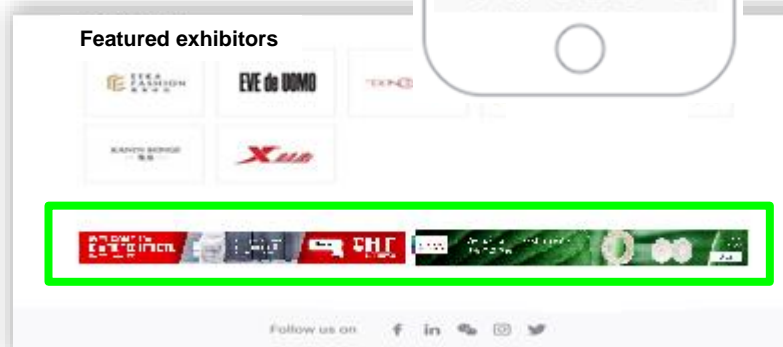
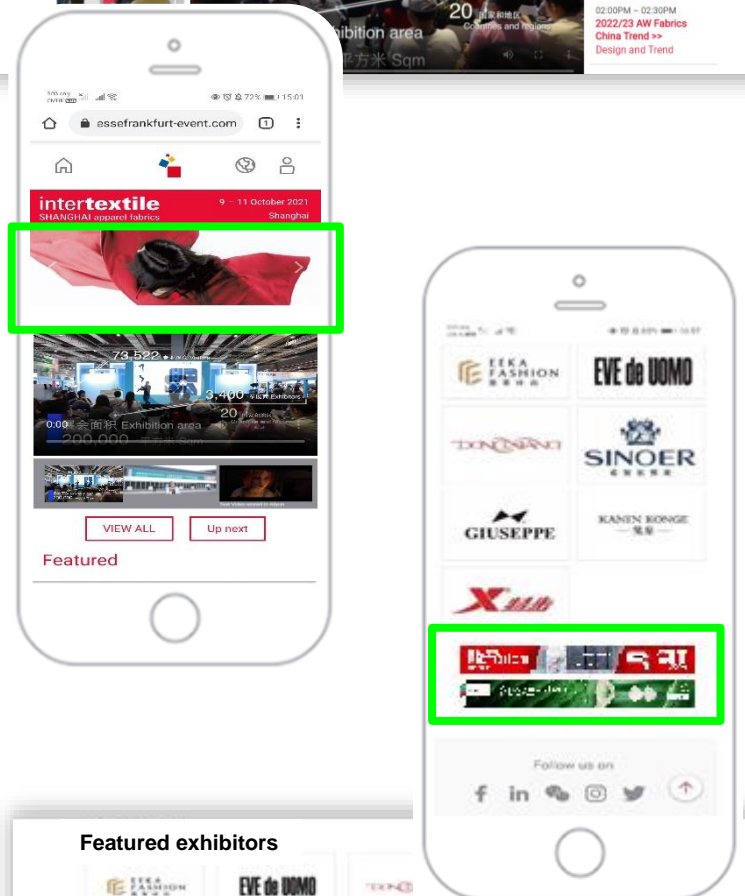


Mobile version

(ii) Bottom banner

It is exclusively placed prior to the Fair Organiser's contact information and offered for exhibitors on a first-come-first-served basis. Each banner will link to a predetermined landing page.

Banner size: 728(w) x 182(h) pixels



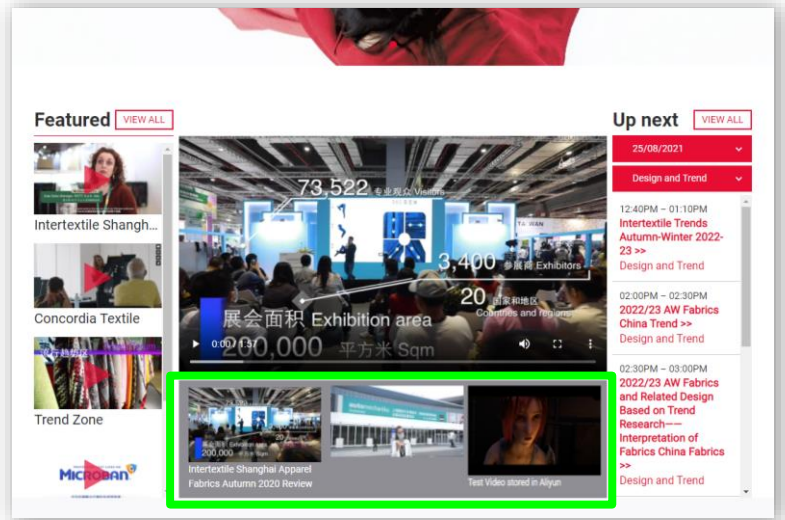
Please contact us:
Messe Frankfurt (HK) Ltd
 Contact: Ms Wendy Lip / Mr Gino Zhao
 HK Tel: +852 2230 9247/ +852 2230 9203
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 HK Fax: +852 2519 6800
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Intertextile Hub

(iii) Livestream events

You can reserve an air time slot under the selected topic of exhibitor live channels to present your products and solutions to buyers from around the world. Your presentation will be featured as "Up next" on the main page. It is fine to provide the pre-recorded video or your own livestreaming hyperlink for broadcasting.

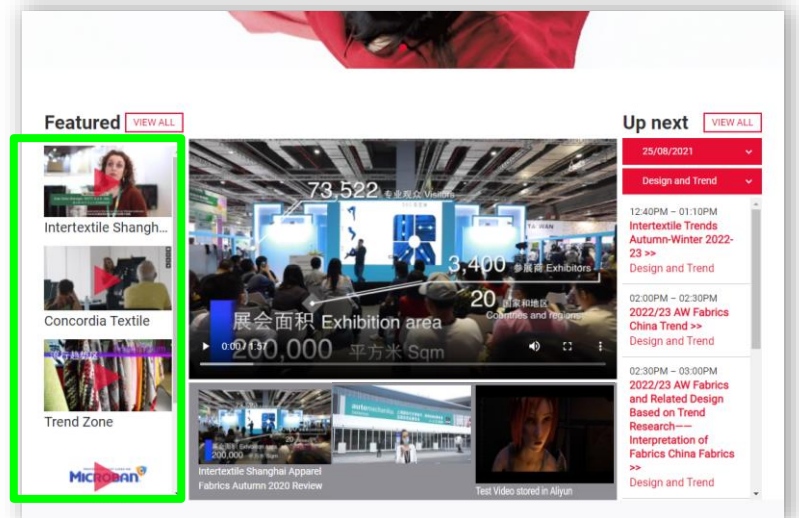
Duration: 15 minutes (the schedule will be arranged by the organisers)



(iv) Featured videos

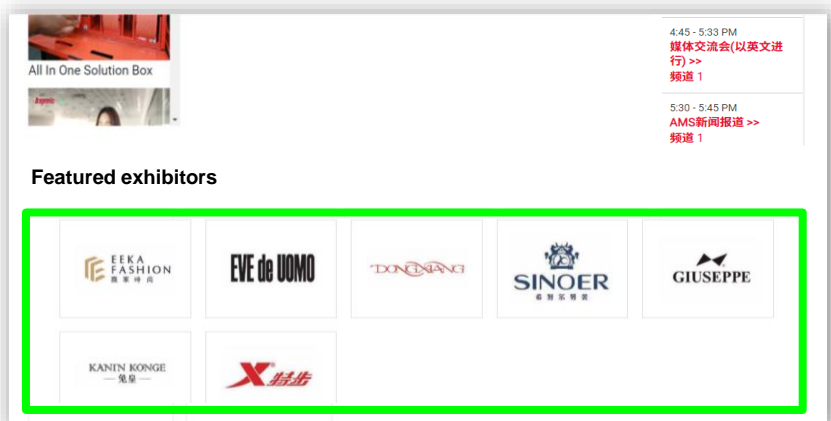
Videos will be shown on rotation. You can display your corporate video or product promotional clips on that prominent space.

Video format: mp4 / 16:9 / max 100mb



(v) Featured exhibitors

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



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Mobile application

App online advertising banners

This application provides the fundamental information such as Products, News and Fringe programmes etc. to exhibitors and audience. It not only helps them to search and view the interesting brands or products, but also connects with each other for business matching. Besides, livestream events can also be broadcasted to the audience. To facilitate more exposure of exhibitors' brands and products via the App, two online banners at prominent positions are offered which can draw high attention to the audience.



(i) App online banner in the splash screen



(ii) App online banner in the main page



intertextile APP

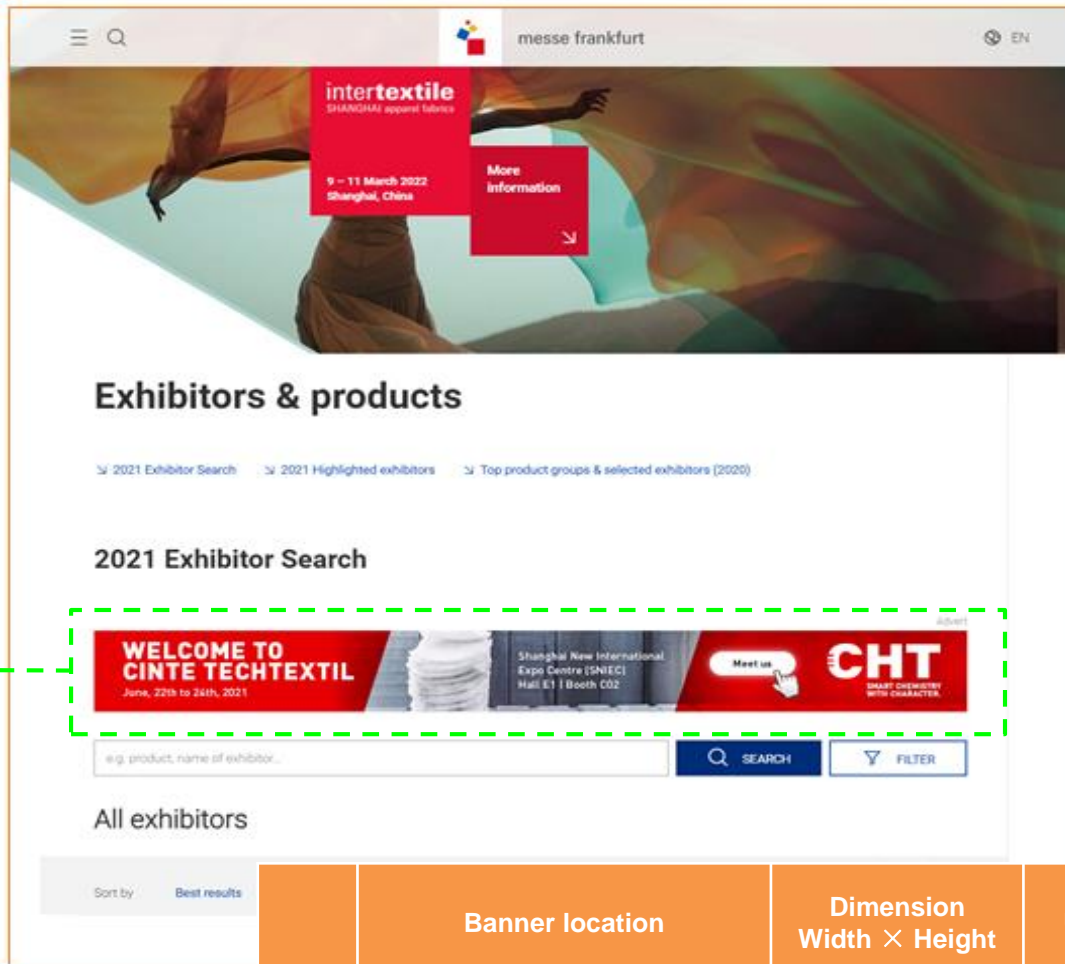
	Banner location	Dimension Width × Height
(i)	App online banner in the splash screen – 3 seconds (exclusive for one exhibitor only)	-
(ii)	App online banner in the main page – 3 seconds	250 × 750 px

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Fair’s website

01 Online advertising banners

Intertextile Shanghai Apparel Fabrics – Spring Edition 2022 show website 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	RMB	
(a)	Homepage	3:1	1,140 × 380 px	1,400	11,400
(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	10,600
(c)		6:1	1,140 × 190 px	1,100	9,000
(d)	Exhibitors and products page (5 rotations)	10:1	1,140 × 114 px	1,700	13,800

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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. 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 / RMB 1,100)

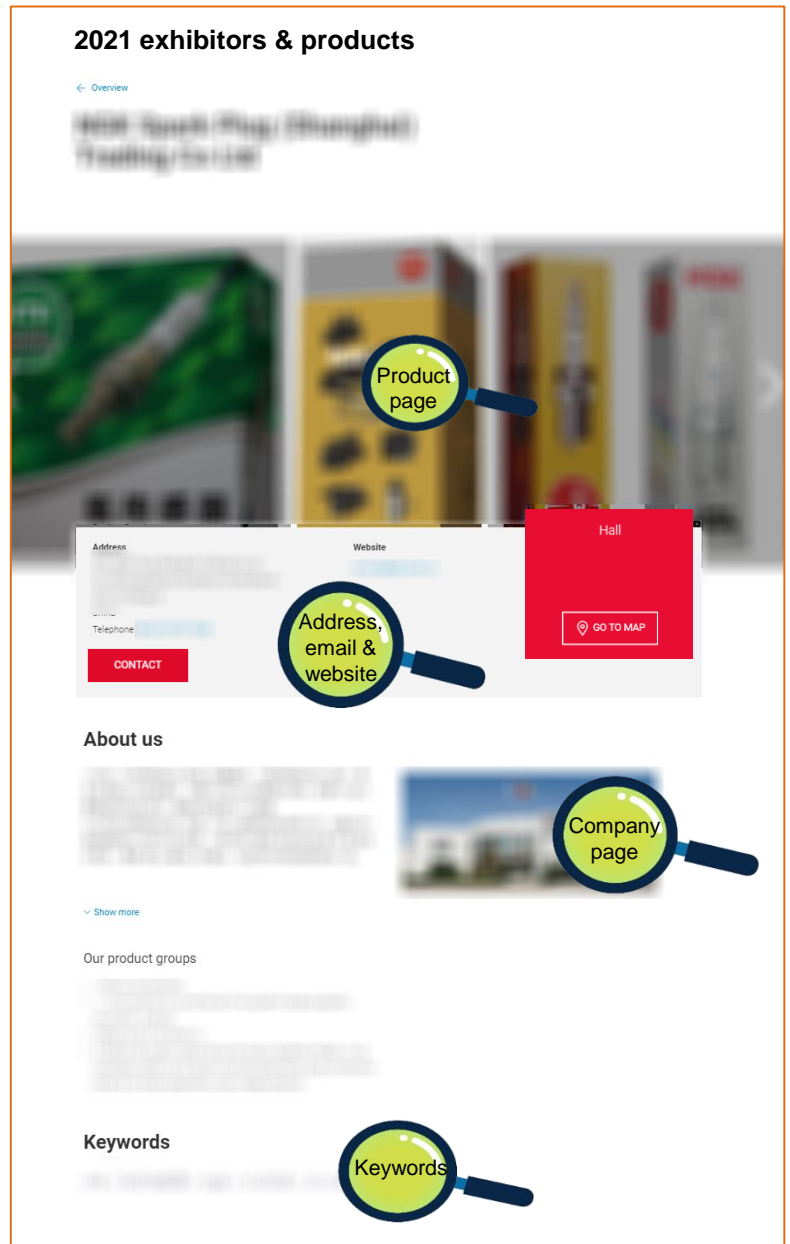
- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 1 product page (picture & description)
- 3 keywords

(b) Upgrade Gold Media Package

USD 90 / RMB 730 (valued at USD 210 / RMB 1,700)

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

* Exhibitor can upgrade to Gold Media Package (valued at USD210 / RMB1,700) with a top-up price of USD90 / RMB730.



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Fair's website

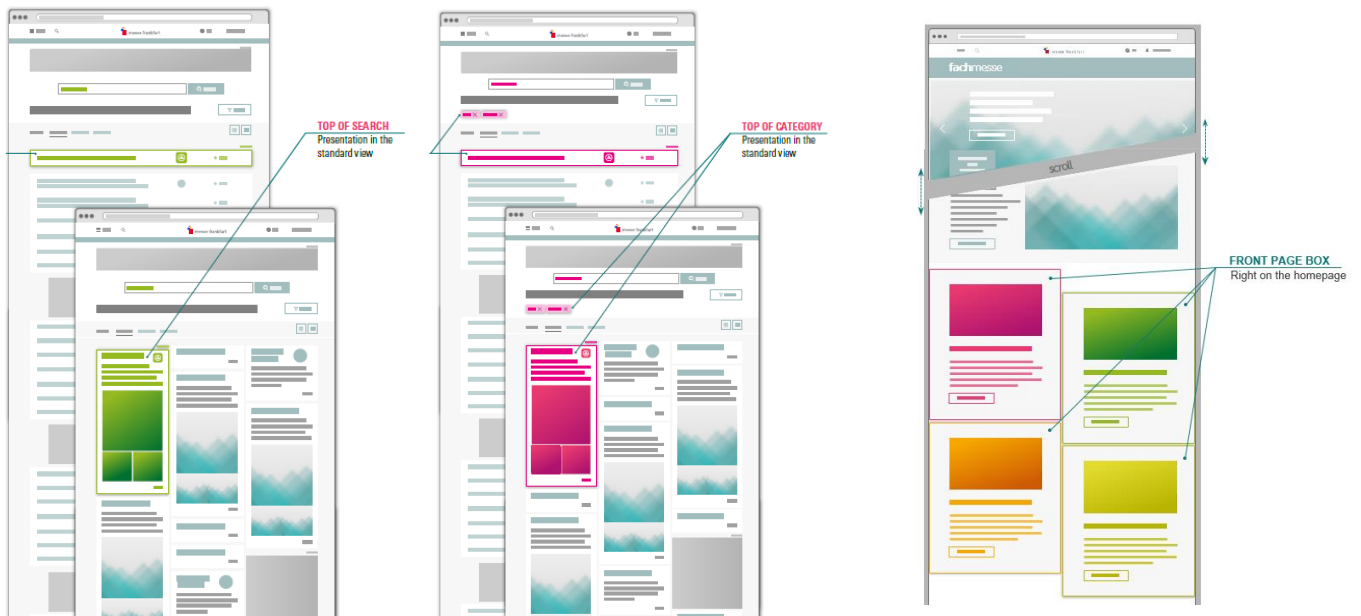
Add-ons: additional services in the exhibitor and product search on the fair website

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
USD 550 / RMB 4,500	USD 280 / RMB 2,300	USD 550 / RMB 4,500
<ul style="list-style-type: none"> ➤ Your entry will be prominently displayed at the top of the search results (This requires the company being listed in the search results) ➤ 5 limited advertising spaces (Only 1 entry is displayed in rotation) 	<ul style="list-style-type: none"> ➤ Your entry will appear at the top of the search results within a product category ➤ 3 limited advertising spaces (Only 1 entry is displayed in rotation) 	<ul style="list-style-type: none"> ➤ The trade fair homepage is the starting point for finding more information on the trade fair. ➤ 4 limited advertising spaces



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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

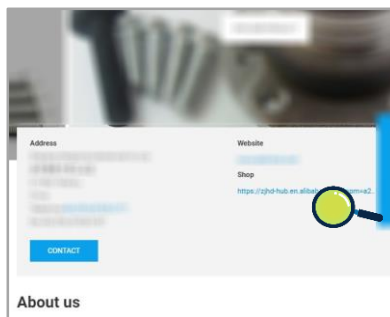
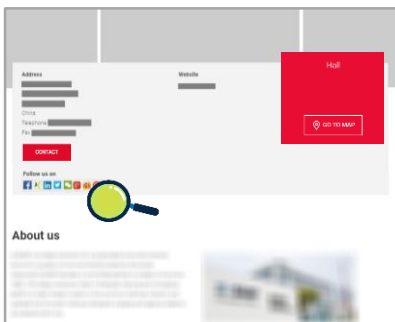
USD 70 / RMB 570

- 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 / RMB 570

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



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Fair's website

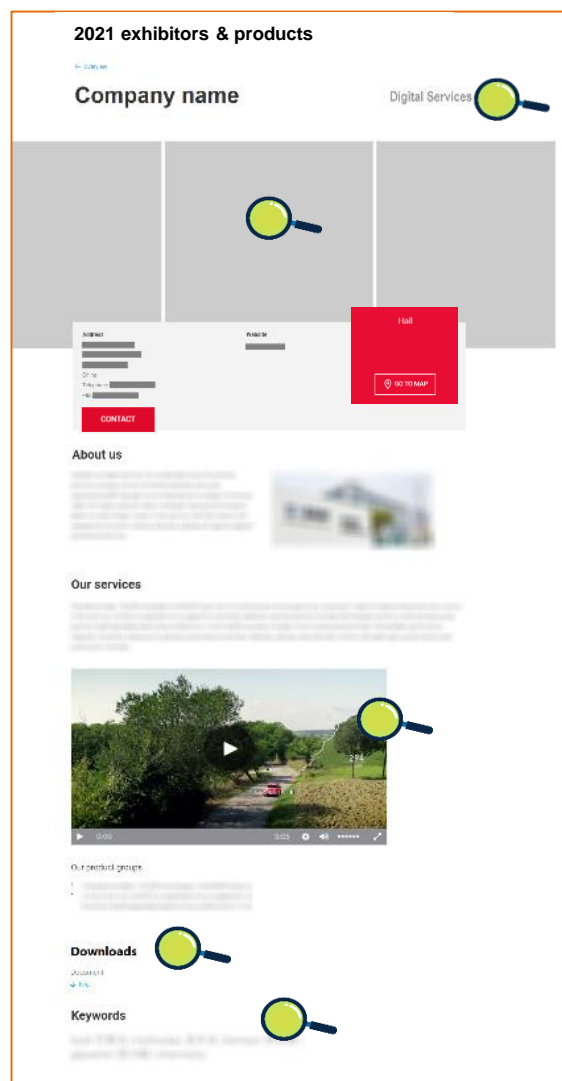
05 Information Add-ons

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

(a) Logo	(c) Video
USD 50 / RMB 400	USD 70 / RMB 570
<ul style="list-style-type: none"> ➤ Give a visual representation of company brand 	<ul style="list-style-type: none"> ➤ Show videos in your company profile in the fair website's exhibitor search ➤ All popular video formats are supported / aspect ratio 16:9 and 4:3 / featured video length up to 5 minutes (longer videos upon request)

(b) Product page
USD 70 / RMB 570
<ul style="list-style-type: none"> ➤ Strengthen your presence with additional products and increase the hit rate from potential customers ➤ Show your highlights and new products ➤ Includes 1 photo and product information in both Chinese and English (2,500 characters each)

(d) Document download	(e) Keyword
USD 140 / RMB 1,200	USD 20 / RMB 170
<ul style="list-style-type: none"> ➤ Attach document such as product catalogue or company magazine in exhibitor profile ➤ Visitors can save the document ➤ Format: pdf 	<ul style="list-style-type: none"> ➤ Exhibitor can be found faster



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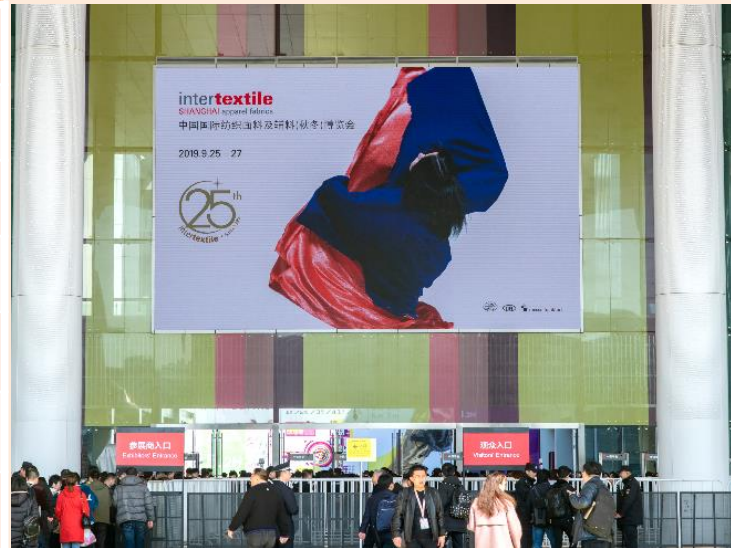
Onsite digital services

06 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	RMB
06(a)	All halls and passageways 15 seconds	27,400	222,300
06(b)	South plaza glass wall 15 seconds	9,600	77,900
06(c)	South plaza glass wall 10 seconds	6,700	54,400
06(d)	South plaza glass wall 5 seconds	3,600	29,200
06(e)	16-meter-tall platform at West plaza 15 seconds	7,500	60,900
06(f)	16-meter-tall platform at West plaza 10 seconds	6,700	54,000
06(g)	16-meter-tall platform at West plaza 5 seconds	3,700	30,000
06(h)	Single LED 15 seconds	1,400	11,400

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



07 LED advertisement – outdoor

	LED advertisement – outdoor	USD	RMB
07(a)	North plaza right & left 15 seconds	11,200	90,900
07(b)	West plaza right & left 15 seconds	9,800	79,500
07(c)	West plaza along escalators 15 seconds	5,500	44,700
07(d)	North hall 15 seconds	13,700	111,200
07(e)	East hall 15 seconds (Front & back panels)	2,800	22,800

** 07(a) – (c) & (e) : The pricing is quoted per set (2 units). 07(d) is quoted per unit.



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Onsite digital services

08 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!

		INFANITY 3D Hologram	USD	RMB
Display at booth	08(a)	Basic — a logo	1,400	11,400
	08(b)	Premium — a logo, one product (size: 1,000mm x 1,600mm)	4,700	38,200
	08(c)	Enterprise — a logo, one product (size: 2,000mm x 2,000mm)	7,100	57,600
	08(d)	Customised	Please contact the organisers for details	
Display at public area	08(e)	A logo and booth number — a 65 cm fan	1,700	13,800
	08(f)	A logo, a product and booth number — a 65 cm fan	3,900	31,600
	08(g)	A logo and booth number — 3 x 3 model	8,500	68,900
	08(h)	A logo, a product and booth number — 3 x 3 model	10,200	82,700



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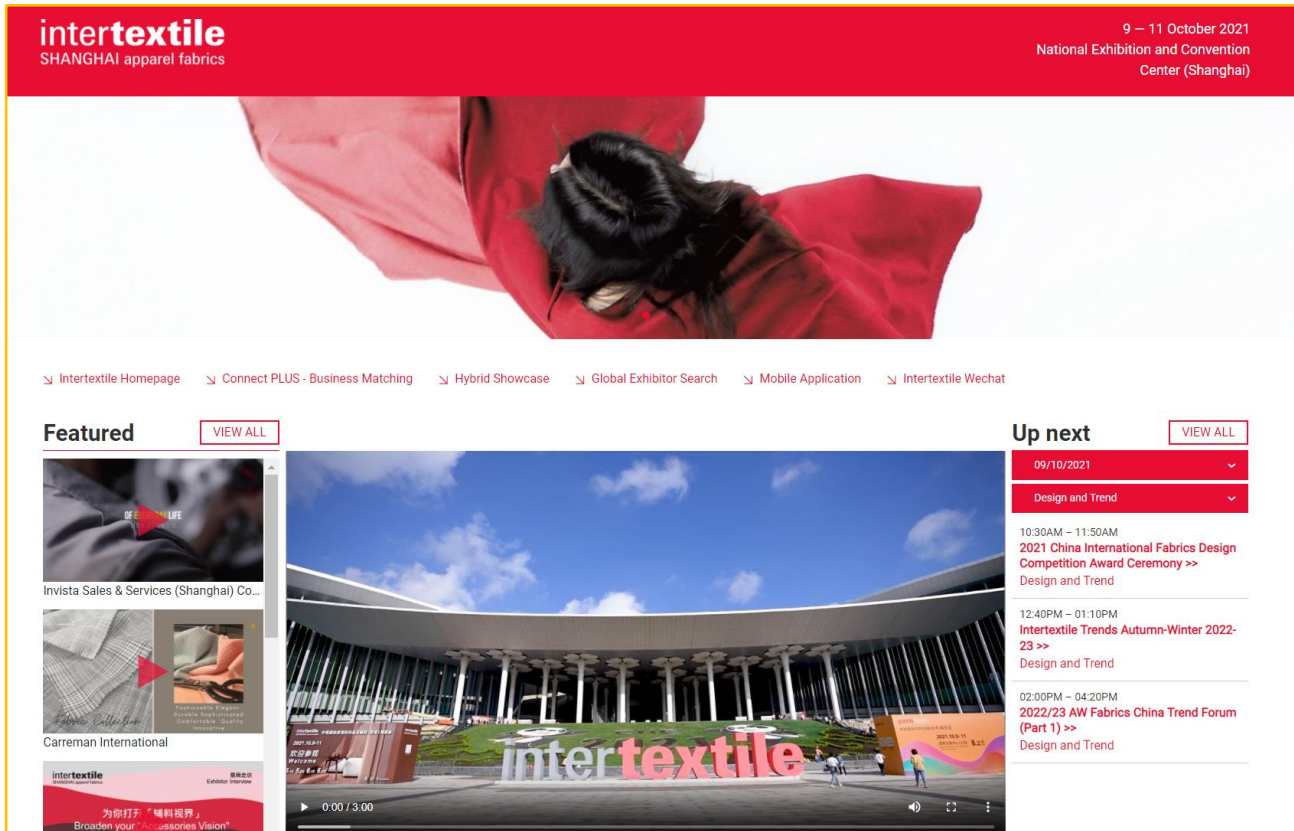
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Enhance your exposure via online and offline platforms

09 Special bundle with digital services



Package	Online and offline advertising items	Special price	
		USD	RMB
09(a)	i) Exhibitor Search banner + ii) Gold media package	4,200 (Original price: 4,630)	33,700 (Original price: 37,530)
	** Free offer: Top Banner on Intertextile Hub + App online banner in the main page		
09(b)	i) Exhibitor Search banner + ii) Front page box + iii) Gold media package	3,700 (Original price: 4,000)	29,700 (Original price: 33,030)
	** Free offer (choose either one): Bottom Banner on Intertextile Hub or App online banner in the splash screen		
09(c)	i) Single LED + ii) Exhibitor Search banner + iii) Gold media package	3,200 (Original price: 3,530)	25,700 (Original price: 28,630)
	** Free offer: Featured Exhibitors on Intertextile Hub		
09(d)	i) LED East Hall (front & back panels) + ii) Gold media package	3,000 (Original price: 3,240)	23,600 (Original price: 26,230)
	** Free offer: Featured Exhibitors on Intertextile Hub		
09(e)	i) Homepage banner 3:1 + ii) Gold media package + iii) Logo + iv) Video	2,500 (Original price: 2,800)	19,800 (Original price: 22,100)
	** Free offer: Livestream Events + Featured Videos on Intertextile Hub		

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中国国际纺织面料及辅料（春夏）博览会

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2022 Application Form
Digital Services

Digital exposure (Deadline: Please refer to the brochure)					
Quantity	Item no.	Description	Unit price (USD)	Unit price (RMB)	
	01(a)	Online advertising banners	Homepage 3:1	1,400	11,400
	01(b)		Homepage 4:1	1,300	10,600
	01(c)		Homepage 6:1	1,100	9,000
	01(d)		Exhibitors and products page 10:1	1,700	13,800
	02(a)	Upgraded media package	Silver	Free upgraded	
	02(b)		Gold	90	730
	03(a)	Search Add-ons	Top Of Search	550	4,500
	03(b)		Top Of Category	280	2,300
	03(c)		Front Page Box	550	4,500
	04(a)	Link Add-ons	Social media link	70	570
	04(b)		Shop link	70	570
	05(a)	Information Add-ons	Logo	50	400
	05(b)		Product page	70	570
	05(c)		Video	70	570
	05(d)		Document download	140	1,200
	05(e)		Keyword	20	170
	06(a)	LED advertisement – hall area	All halls and passageways 15 seconds	27,400	222,300
	06(b)		South plaza glass wall 15 seconds	9,600	77,900
	06(c)		South plaza glass wall 10 seconds	6,700	54,400
	06(d)		South plaza glass wall 5 seconds	3,600	29,200
	06(e)		16-meter-tall platform at West plaza 15 seconds	7,500	60,900
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	06(g)		16-meter-tall platform at West plaza 5 seconds	3,700	30,000
	06(h)		Single LED 15 seconds	1,400	11,400
	07(a)	LED advertisement – outdoor	North plaza right & left 15 seconds	11,200	90,900
	07(b)		West plaza right & left 15 seconds	9,800	79,500
	07(c)		West plaza along escalators 15 seconds	5,500	44,700
	07(d)		North hall 15 seconds	13,700	111,200
	07(e)		East hall 15 seconds (front & back panels)	2,800	22,800
	08(a)	INFANITY 3D Hologram	Basic — a logo (size: 1,000mm x 1,600mm)	1,400	11,400
	08(b)		Premium — a logo, one product (size: 1,000mm x 1,600mm)	4,700	38,200
	08(c)		Enterprise — a logo, one product (size: 2,000mm x 2,000mm)	7,100	57,600
	08(d)		Customised	Please contact the organisers for details	
	08(e)		A logo and booth number — a 65 cm fan (size: 650mm x 650mm)	1,700	13,800
	08(f)		A logo, a product and booth number — a 65 cm fan (size: 650mm x 650mm)	3,900	31,600
	08(g)		A logo and booth number — 3 x 3 model (size: 2,000mm x 2,000mm)	8,500	68,900
	08(h)		A logo, a product and booth number — 3 x 3 model (size: 2,000mm x 2,000mm)	10,200	82,700
	09(a)	Special bundle with digital services	Fair's website I	4,200	33,700
	09(b)		Fair's website II	3,700	29,700
	09(c)		Onsite and Fair's website	3,200	25,700
	09(d)		Onsite	3,000	23,600
	09(e)		Fair's website and add-ons	2,500	19,800

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**2022 Application Form
Digital Services**

Digital exposure (Deadline: Please refer to the brochure)

Quantity	Item no.	Description	Unit price (USD)	Unit price (RMB)
Total:				

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: hsbckhkhkh
- 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 2022 Digital Services Application Form.

Company name: _____ Contact person: _____

Email: _____ Tel: () _____ Fax: () _____

Signature: _____ Booth no.: _____ Date: _____