

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

2026.3.11 – 13

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



纺织旗舰盛会 实力领航未来 Join the apparel textile flagship

数字化服务

Digital Services

www.intertextile.com.cn

www.intertextileapparel.com

Top up digital package

01 360° Marketing Package *New

A full range of corporate media trademark booth packages, spanning the exhibition site LED, exhibition website www.intertextileapparel.com, so that your publicity effect has a more comprehensive coverage.

(a) 29 pcs LED (Hall area) & Website

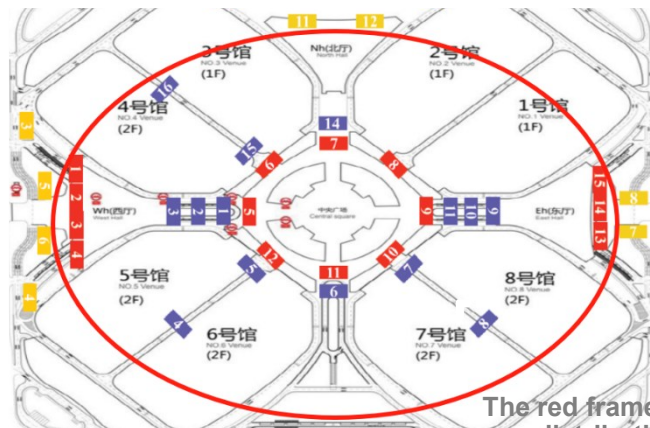
USD 1,100

At the fairground

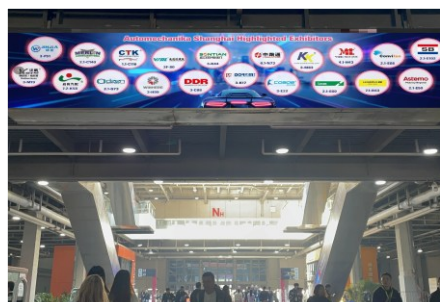
- 29 pcs indoor LED advertisement (company logo and booth number)

Fair's website

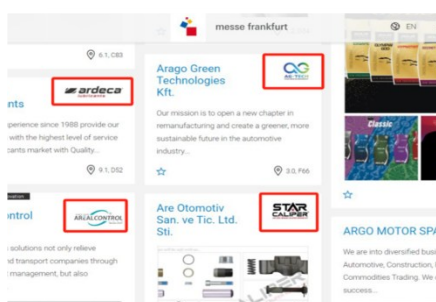
- Exhibitors & products page logo display on company profile page
- Show the company logo on the Interactive hall plan page



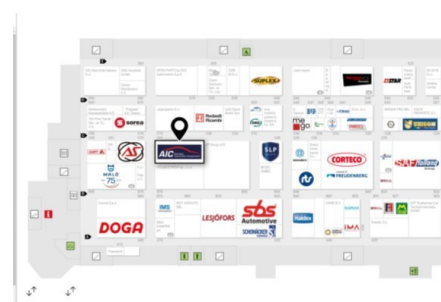
The red frame is the distribution position of the indoor LED advertisement



i
advertisement
(for reference only)



ii
Logo display on
company profile page



iii
Interactive hall plan

Fair's website

02 Online advertising banners

Intertextile Shanghai Apparel Fabrics – Spring Edition show website www.intertextileapparel.com offers an exclusive spot to draw the attention from all attendees. Grab this golden advertising opportunity in no time!

The screenshot shows the website interface with a top navigation bar, a hero section with a large image, and a section titled 'Exhibitors & products'. A green dashed box highlights the 'Featured Product Zone' and the 'Exhibitors & products' section, which includes a table of banner locations.

	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

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Fair's website

03 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 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)

- Basic media package
- Correspondence address Email & website
- 1 company page (picture & description)
- 1 product page (picture & description)
- 3 keywords

(b) Upgrade Media Package

USD 200 (valued at USD 271)

- Silver media package
- Additional 4 product pages (picture & description)
- Additional 2 keywords
- 1 social media link
- 1 document download
- 1 video



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Fair's website

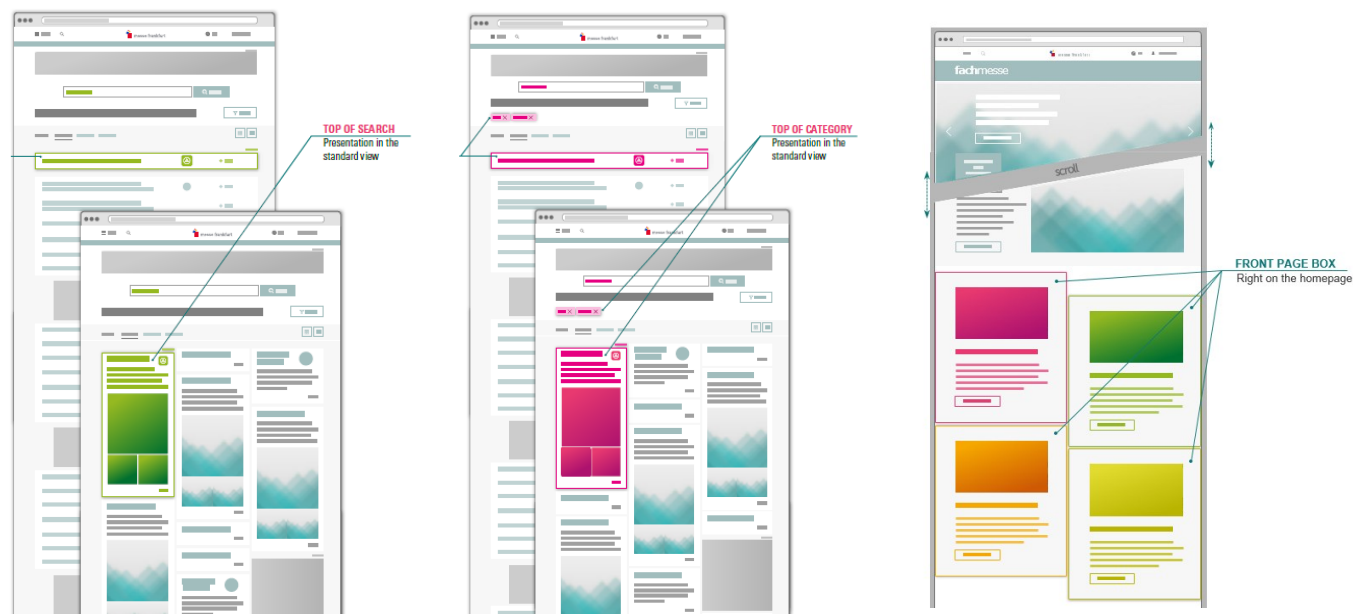
Add-ons: additional services in the exhibitor and product search on the fair website

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.

04 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 560	USD 280	USD 560
<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



Fair's website

05 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

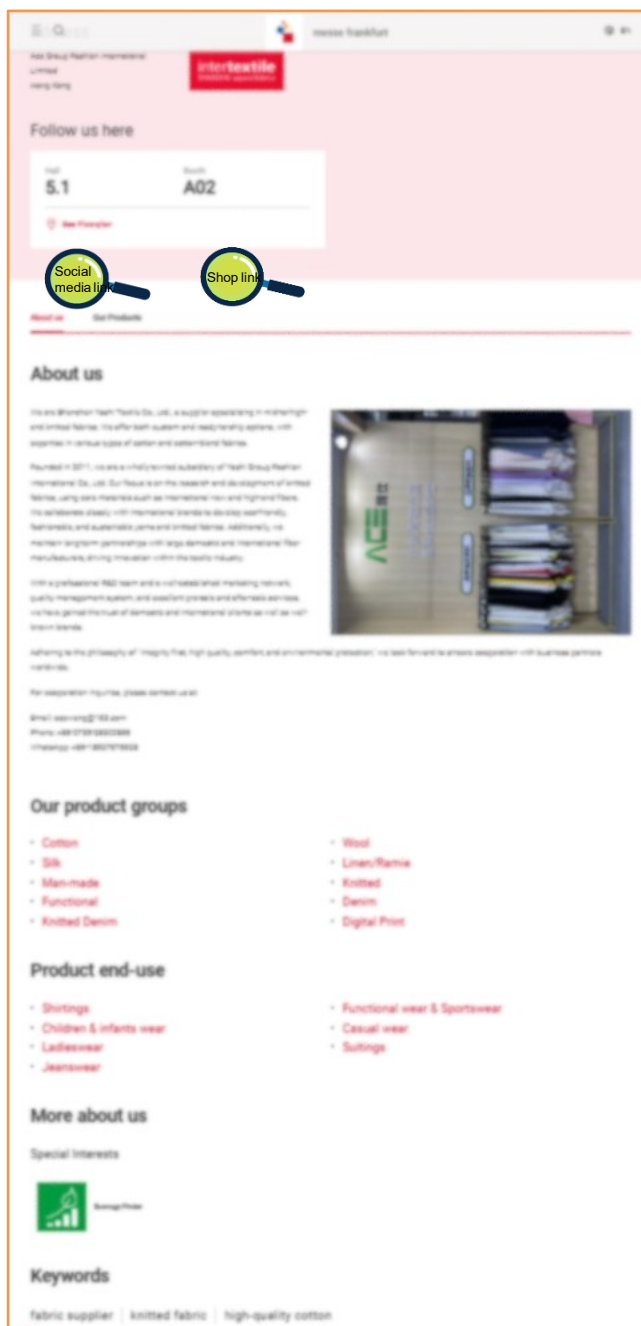
USD 70

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

(b) Shop link

USD 70

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



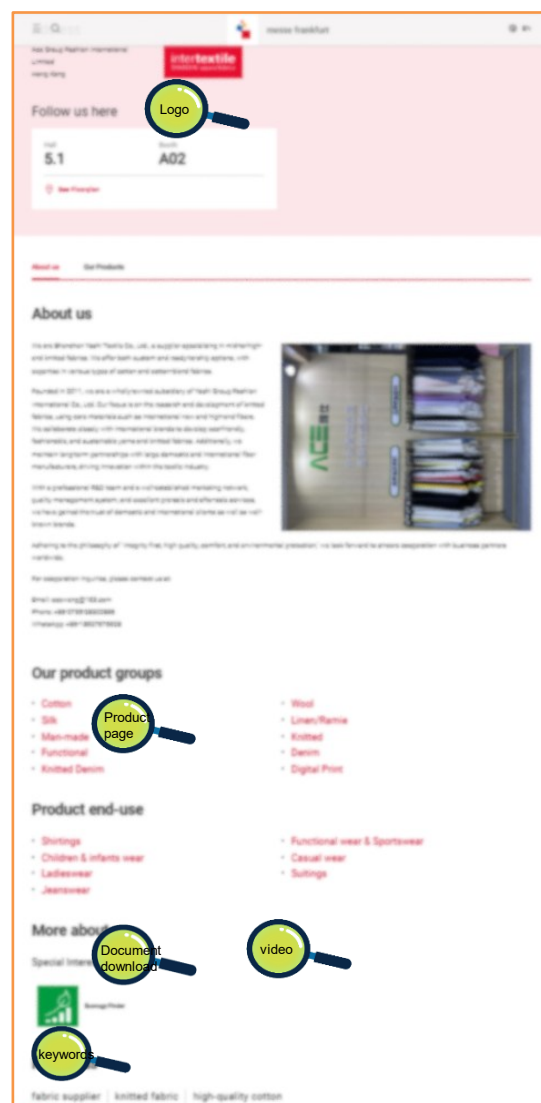
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Fair's website

06 Information Add-ons

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

(a) Logo	(c) Video
USD 50 <ul style="list-style-type: none"> Give a visual representation of company brand 	USD 70 <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)
<div data-bbox="296 904 798 974">(b) Product page</div> <div data-bbox="296 974 798 1402"> USD 70 <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) </div>	
(d) Document download	(e) Keyword
USD 150 <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 	USD 20 <ul style="list-style-type: none"> Exhibitor can be found faster



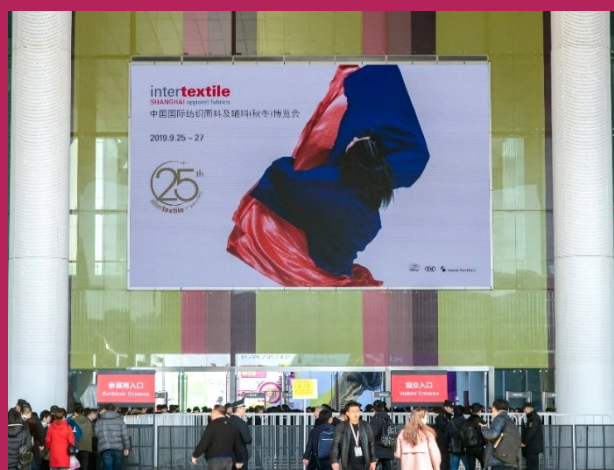
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Onsite digital services

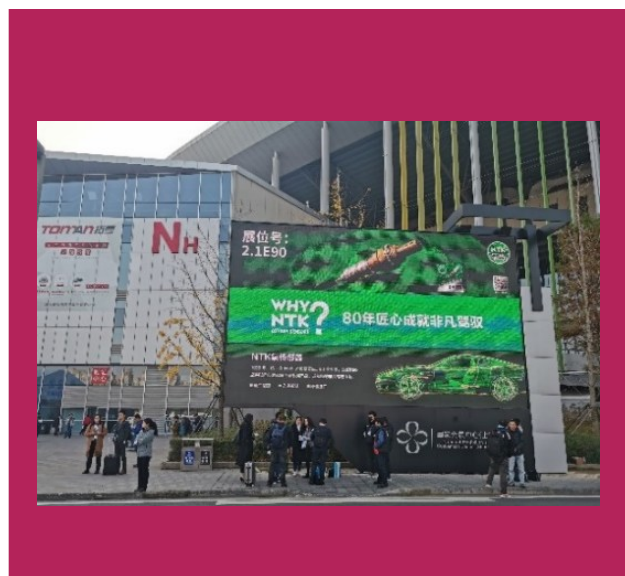
07 LED advertisement – hall area

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) Cost per Delivery – Cross-exhibition exposure

The exhibitor's brand and products will be promoted to the target visitors through our networks (emails / SMS). A contact request form can be included to convert data into contacts, with charges based on the delivery of promotional materials.

(b) Cost per Visitor – In-show promotion model

We will invite matched visitors to your booths based on their sourcing needs and your products, with charges depending on data volume.

(a) Cost per Delivery	(b) Cost per Visitor
Basic plan: USD 310 (Original price USD 700)	Basic plan: USD 310 (Original price USD 700)
Additional delivery USD 60 per 1,000 extra deliveries	Additional delivery USD 1 per extra data
<p>The basic plan includes 5,000 domestic deliveries within Mainland China. For overseas deliveries, please contact us.</p> <p>Insert contact request form: USD 70, free of charge for now.</p> <p>Delivery channels*:</p> <ul style="list-style-type: none">  e-DM  SMS <p>*The basic plan includes one delivery option; additional channels require further discussion.</p> <p>The promotion seeks to increase traffic to exhibitors' websites and social media. Any collection of personal information or meeting invitations will require further discussion.</p>	<p>The basic plan provides 500 domestic visitor data within Mainland China from the organizer.</p> <p>Maximum of 1,000 visitors per product category and under 5,000 total data promotions.</p> <p>Promotion channels (including all of the following):</p> <ul style="list-style-type: none">  Telemarketing x 1  e-DM x 1  SMS x 2 <p>Promotion targets encourage buyers to meet exhibitors onsite, and the organiser will follow up with visitors who have appointments at your booths.</p>

Application form 2026

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Item			Unit price (USD)	Quantity
01	360° Marketing Pack	29 pcs LED (Hall area) & Website	1,100	
02	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	
03	Upgraded media package	(a) Silver Media Package	Free	
		(b) Upgrade Gold Media Package 1	200	
04	Search add-ons	(a) Top Of Search	560	
		(b) Top Of Category	280	
		(c) Front Page Box	560	
05	Link add-ons	(a) Social media link	70	
		(b) Shop link	70	
06	Information Add-ons	(a) Logo	50	
		(b) Product page	70	
		(c) Video	70	
		(d) Document download	150	
		(e) Keyword	20	
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	
		(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	

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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 5,000 delivery Delivery channel (please choose one): <input type="checkbox"/> e-DM <input type="checkbox"/> SMS	310	
		Additional delivery (per 1,000 delivery)	60	
		(b) Cost per visitor: first 500 data	310	
		Additional delivery (per each data set)	1	
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: 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.

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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.

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 : _____