

# **music** **CHINA**

International Exhibition for Musical Instruments and  
Services  
中国（上海）国际乐器展览会

26 – 29.10.2022  
Shanghai New International  
Expo Centre  
上海新国际博览中心

# It's my tune.

## 奏出完美旋律

[www.musikmesse-china.com](http://www.musikmesse-china.com)

## Digital Services

## Digital exposure – online platform

### D01 – D02: Upgraded media packages (Silver and Gold)

Each exhibitor receives a basic media package which includes the displays with the company's name, booth number and product group on the official fair website [www.musikmesse-china.com](http://www.musikmesse-china.com). The upgraded media packages (Silver and Gold) allow you to enhance the advertising opportunities at little expense, drawing in the attention of professional buyers.

#### D01: Silver Media Package

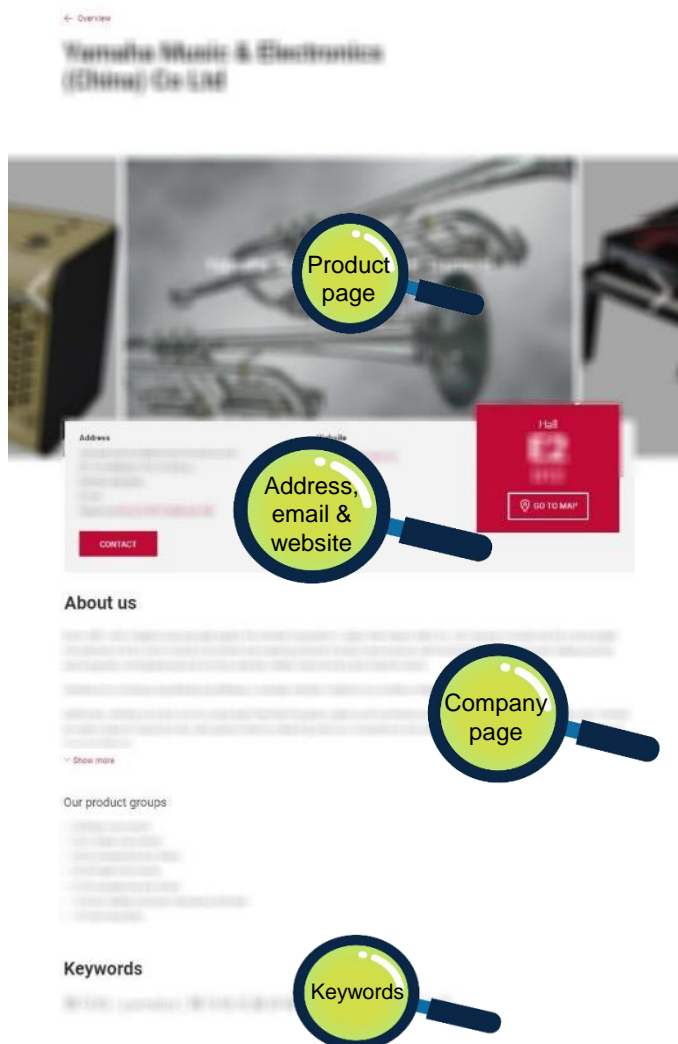
**RMB 900**

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

#### D02: Gold Media Package

**RMB 1,500**

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



Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

## Digital exposure – online platform

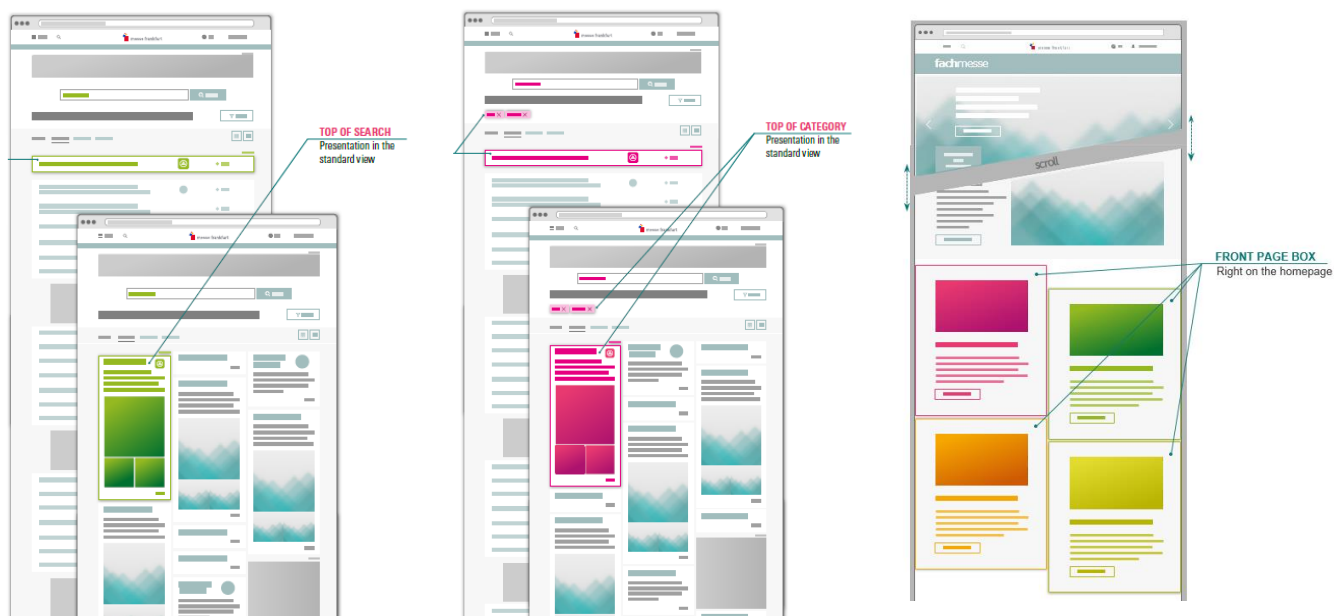
### Add-ons: additional services in the exhibitor and product search page of the fair's website

Distinguish your company from competitors by booking add-ons for your upgraded media package. Make use of these add-ons in the exhibitor and product search page of the fair's website by reaching out to thousands of trade fair visitors all-year round.

#### D03: Search add-ons

With increased visibility by using add-ons, visitors will be able to sport your company immediately!

(a) Top Of Search	(b) Top Of Category	(c) Front Page Box
<b>RMB 4,000</b>	<b>RMB 2,000</b>	<b>RMB 4,000</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 on 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 on 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>



Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

## Digital exposure – online platform

### D04: Link Add-ons

Visitors can access your online shop and social media platform through the Link Add-ons!

#### (a) Social media link

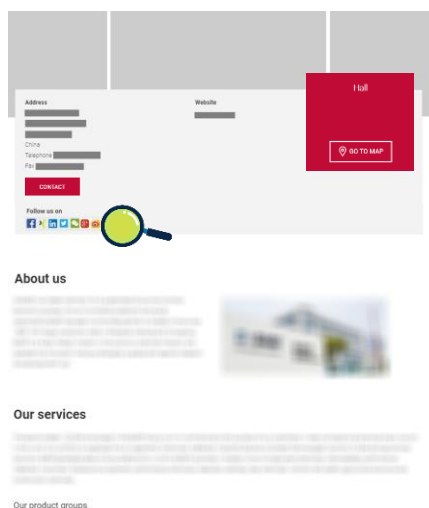
**RMB 500**

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

#### (b) Shop link

**RMB 500**

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



Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: digital@hongkong.messefrankfurt.com

## Digital exposure – online platform

### D05: Information Add-ons

With increased visibility by using add-ons, visitors will be able to spot your company immediately!

#### (a) Logo

**RMB 300**

- Give a visual representation of company brand

#### (b) Product page

**RMB 500**

- 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)

#### (c) Video

**RMB 500**

- 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)

#### (d) Document download

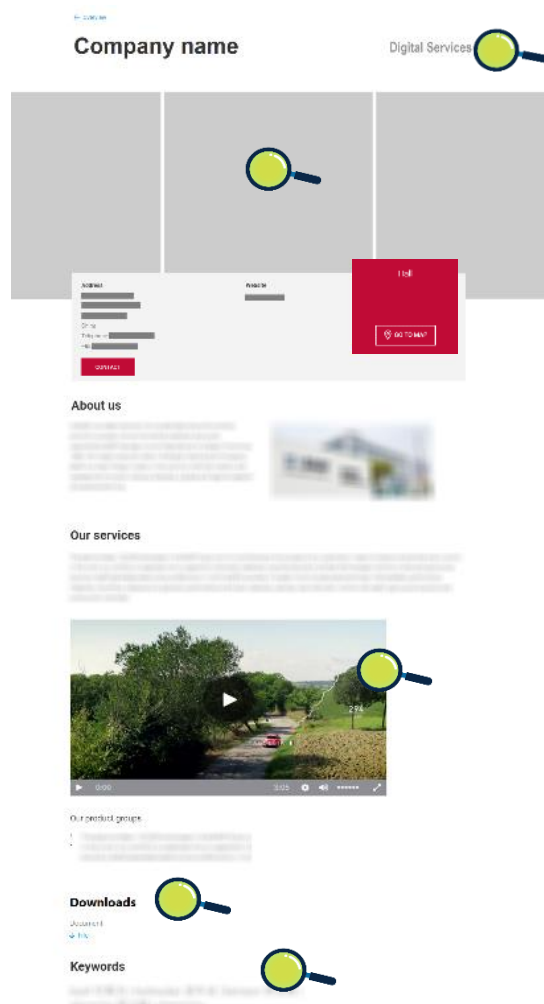
**RMB 1,000**

- Attach document such as product catalogue or company magazine in exhibitor profile
- Visitors can save the document

#### (e) Keyword

**RMB 120**

- Exhibitor can be found faster



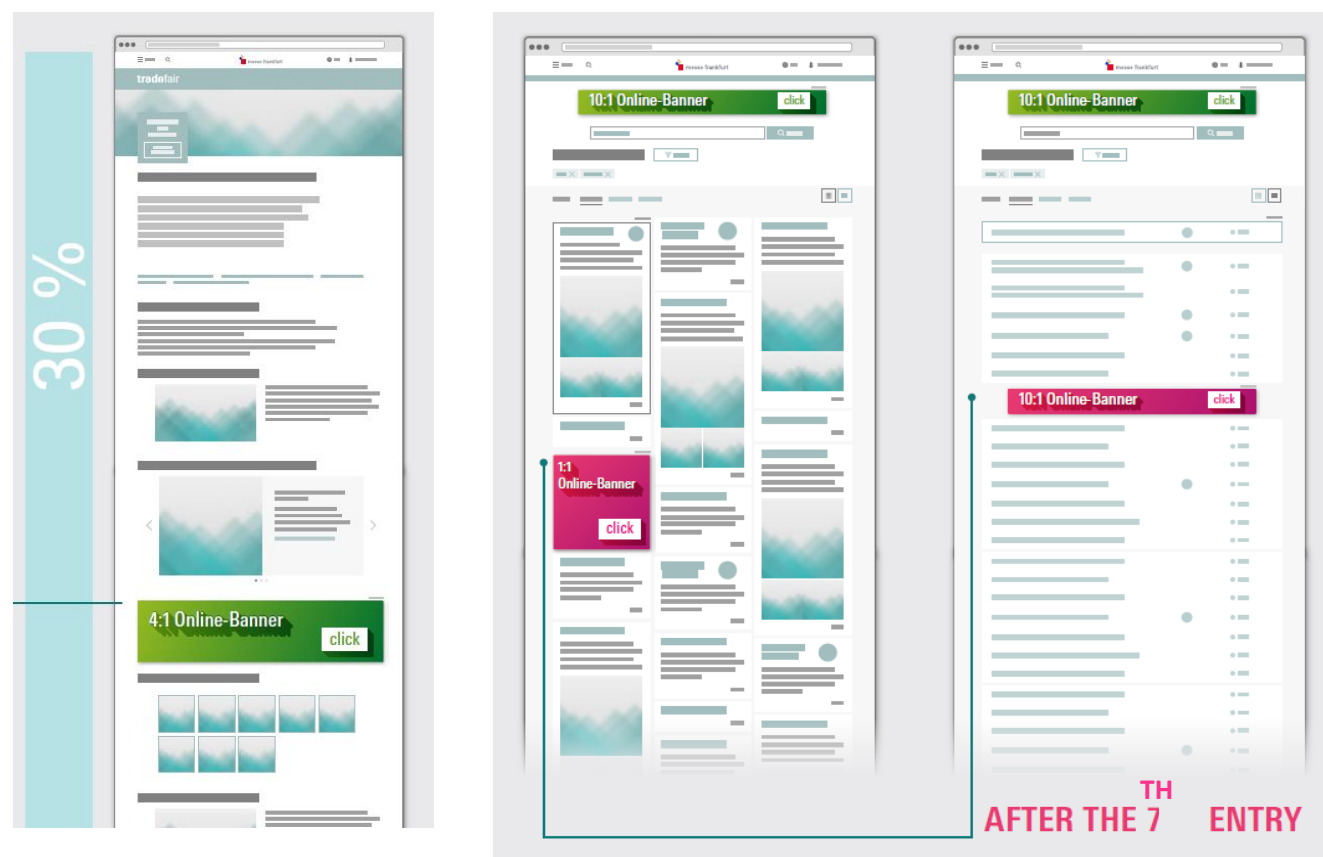
Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: digital@hongkong.messefrankfurt.com

## Digital exposure – online platform

### D06: Online banners

The fair's official website [www.musikmesse-china.com](http://www.musikmesse-china.com) is an exclusive spot to draw the attention of all attendees. Your advertising message will be delivered promptly to stay prominent in the audience's mind.

(a) Online banner on homepage	(b) Online banner on the exhibitor search page – under the header	(c) Online banner on exhibitor search page – after the 7 <sup>th</sup> entry
<b>RMB 6,500</b>	<b>RMB 8,000</b>	<b>RMB 5,500</b>
<ul style="list-style-type: none"> <li>➤ 4:1 (1,140 x 285 px)</li> <li>➤ Placement after 1/3 of the page height (approx.)</li> <li>➤ Format: jpg / png / gif</li> </ul>	<ul style="list-style-type: none"> <li>➤ 10:1 (1,140 x 114 px)</li> <li>➤ Format: jpg / png / gif</li> </ul>	<ul style="list-style-type: none"> <li>➤ Grid view 1:1 (500 x 500 px); List view 4:1 (1,140 x 285 px)</li> <li>➤ Format: jpg / png / gif</li> </ul>



Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

## Digital exposure – online platform

### D07: WeChat official account advertisement

Music China's official WeChat platform (WeChat ID: music\_\_china; Chinese: “上海国际乐器展”) is available for instant services including registration, bookmarking and business matching. The platform is only available in Chinese. You can feature a company broadcast or banner on our WeChat platform.

Item	Detail		Price (RMB)	
			Featured time	Normal time
(a) WeChat broadcast	Brand highlights	Brand story highlights may include a brand history, milestones, specialties and future developments	8,000 / edition	5,000 / edition
	Exhibitor highlights	Featuring a company background – a significant feature for family business or personal brands, promoting their stories with Music China		
	Product highlights	New products, product pricing and updates. All materials are provided by exhibitors, product photos must be 300dpi or above		
	Others	All materials are provided by exhibitors, product photos must be 300dpi or above. The content will be verified by the organisers and the final version will be confirmed by the exhibitors. All published broadcasts cannot be withdrawn		
Banner advertisement				
(b) Top banner	Picture size: 600 x 162 pixel (No QR code is available)		10,000 / 2 weeks	5,000 / 2 weeks
(c) Banner after top banner	Picture size: 600 x 162 pixel (No QR code is available)		6,000 / 2 weeks	3,000 / 2 weeks
(d) Bottom banner	Picture size: 582 x 166 pixel (No QR code is available)		8,000 / 2 weeks	4,000 / 2 weeks
(e) Banner before bottom banner	Picture size: 582 x 166 pixel (No QR code is available)		5,000 / 2 weeks	2,500 / 2 weeks
Mini program advertisement				
(f) Homepage banner	Banner at the top		6,000 / year	
(g) Landing page	Exclusive. The landing page will be displayed for 3 seconds		12,000 / year	
Others				
(h) Onsite VR stand panorama	The organiser is responsible for photo shooting and production. The content also includes company logo, video, text description and more		5,000 / year	
(i) Live streaming	If a new product or important events are announced during the 4-day exhibition, organiser can provide onsite shooting to broadcast the release on the WeChat live streaming platform. The video will be sent back to exhibitor after the show		10,000 / 2-hour	

Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: digital@hongkong.messefrankfurt.com

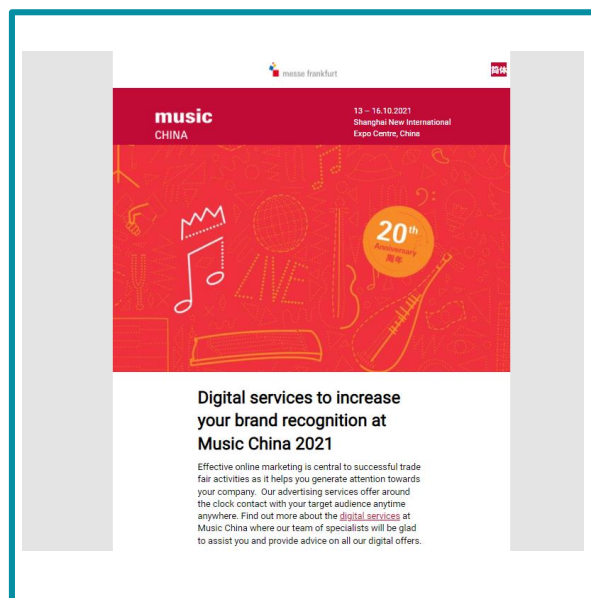


## Digital exposure – online platform

### D08: E-newsletter

Advertise in e-newsletters by showing your company logo (4-colour) with a web-link. E-newsletters will be emailed to over 100,000 potential visitors before the show opens.

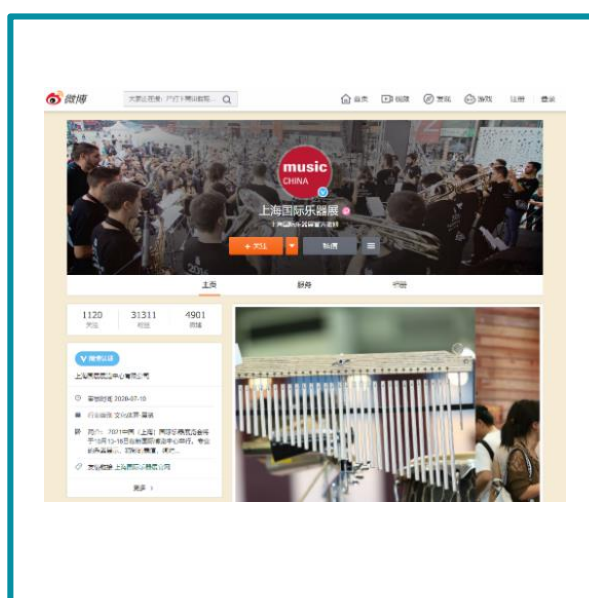
D08: E-newsletter
RMB 2,000 per edition
<ul style="list-style-type: none"> <li>➤ Only the company logo and website are needed</li> <li>➤ Good cost performance</li> </ul>



### D09: Weibo advertisement

There are more than 30,000 fans on the official Weibo and lucky draws are held with fans regularly that help to expand brand awareness effectively.

D09: Weibo advertisement
RMB 5,000 / post
<ul style="list-style-type: none"> <li>➤ Text and photo are included in broadcast</li> </ul>



Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)



## Digital exposure – online platform

### D10: Banner on visitor pre-registration confirmation page

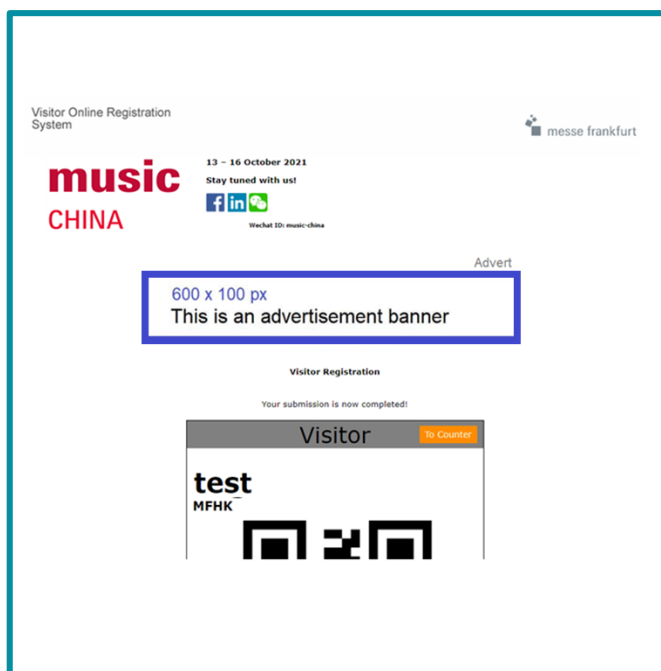
An eye-catching banner is placed prior to the QR code on the visitor pre-registration confirmation page. There are maximum of three advertising spaces and one banner will be displayed at a time.

D10: Banner on visitor pre-registration confirmation page

RMB 5,000

6:1 (600 x 100 px)

Format: jpg / png



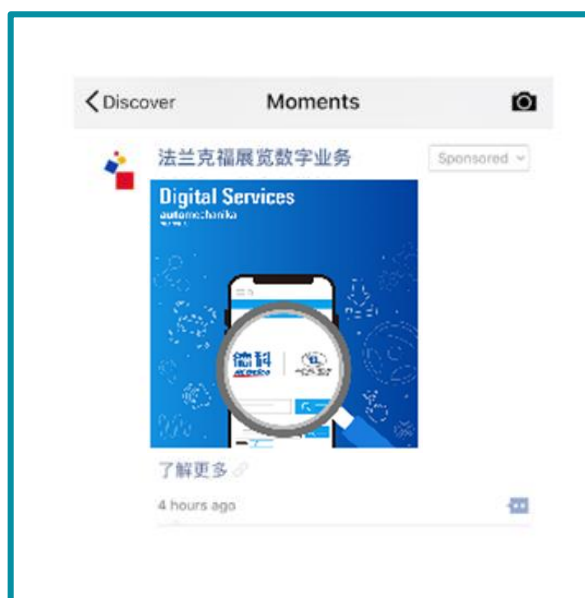
Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: digital@hongkong.messefrankfurt.com

## Digital exposure – onsite platform

### D11: WeChat moments advertisement

Attract buyers to meet you right in WeChat moments during the show in Shanghai!  
Promotion in WeChat moments brings you and buyer closer and precisely deliver your business message to industry professionals!

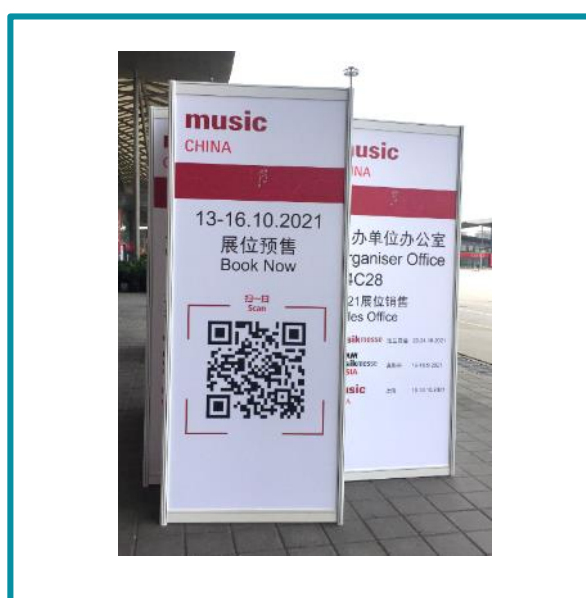
D11: WeChat moments advertisement
RMB 10,000 / post
➤ Only company logo and text description are needed



### D12: Highlighted QR code

Onsite signage is placed at prominent location. You can take this opportunity to show your QR code on the signage boards. Each signage board will show maximum of five exhibitors' QR code.

D11: Highlighted QR code
RMB 3,500 / 3 boards
➤ Company name, booth number and QR code will be shown on the signage



Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: digital@hongkong.messefrankfurt.com

## Digital exposure – onsite platform

### D13: Advertising on entrance gate machine

The gate machines are located at all entrance. Exhibitors and visitors have to scan their badges at the gate to enter the hall.

#### D13: Advertising on entrance gate machine

RMB 33,000

- 1024 x 500 pixel
- Format: gif or jpg



### D14: Onsite electronic guide

Several laptops are set up for visitors to check the hall plan onsite. 3 seconds advertisement will be displayed when clicking the hall plan.

#### D14: Onsite electronic guide

RMB 8,800

- Picture: jpg



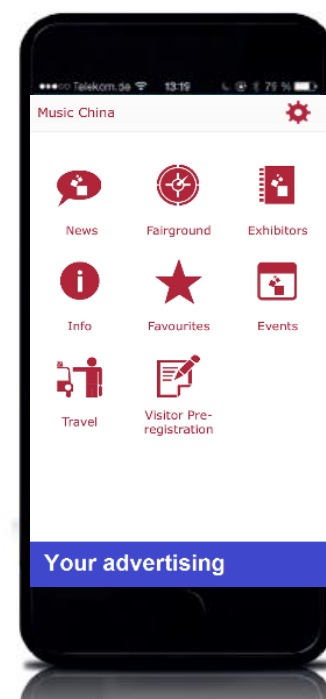
Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: digital@hongkong.messefrankfurt.com

## Digital exposure – mobile promotion

### D15: Mobile application banner

The new mobile show application which can work offline, allows visitors to get the latest show information, including floor plans, exhibitor list and fringe programme and so forth. This application is an excellent, efficient and effective marketing channel for exhibitors to increase awareness of their participation at the show.

<p>(a) Homepage</p> <p><b>RMB 8,000</b></p> <ul style="list-style-type: none"> <li>➤ Placement at the bottom of "Homepage"</li> <li>➤ Banner size: 600 × 100 px;; 640 × 100 px ;720 × 100 px; 960 × 100 px; 1,280 × 200 px; 1,440 × 200 px</li> </ul>	<p>(b) Exhibitor search</p> <p><b>RMB 6,500</b></p> <ul style="list-style-type: none"> <li>➤ Placement at the bottom of "Exhibitors"</li> <li>➤ Banner size: 600 × 100 px;; 640 × 100 px ;720 × 100 px; 960 × 100 px; 1,280 × 200 px; 1,440 × 200 px</li> </ul>	<p>(c) Groundplan</p> <p><b>RMB 6,500</b></p> <ul style="list-style-type: none"> <li>➤ Placement at the bottom of "Fairground"</li> <li>➤ Banner size: 600 × 100 px;; 640 × 100 px ;720 × 100 px; 960 × 100 px; 1,280 × 200 px; 1,440 × 200 px</li> </ul>
<p>(d) Events</p> <p><b>RMB 5,500</b></p> <ul style="list-style-type: none"> <li>➤ Placement at the bottom of "Events"</li> <li>➤ Banner size: 600 × 100 px;; 640 × 100 px ;720 × 100 px; 960 × 100 px; 1,280 × 200 px; 1,440 × 200 px</li> </ul>	<p>(e) Favourites</p> <p><b>RMB 5,500</b></p> <ul style="list-style-type: none"> <li>➤ Placement at the bottom of "Favorites"</li> <li>➤ Banner size: 600 × 100 px;; 640 × 100 px ;720 × 100 px; 960 × 100 px; 1,280 × 200 px; 1,440 × 200 px</li> </ul>	





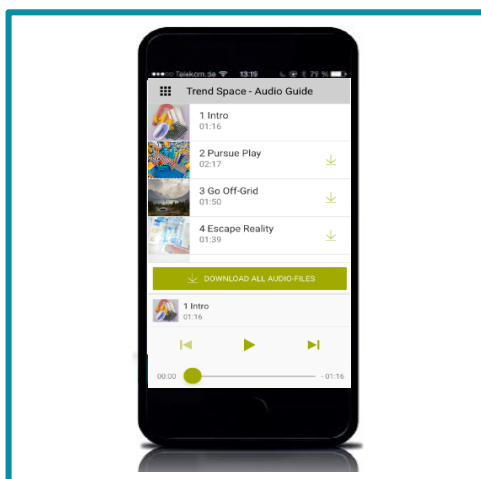
Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: digital@hongkong.messefrankfurt.com

## Digital exposure – mobile promotion

### D16: Mobile application audio guide

The new mobile show application allows visitors to get the latest show information, including floor plans, exhibitor lists, fringe programme, news and more. Visitors can listen to your products or company introduction with the audio guide function in the mobile app.

D16: Mobile application audio guide	
RMB 5,000	
	1 minute audio in mp3 format
	1 png picture in 2 different size (246 x 246 px ; 120 x 120 px)

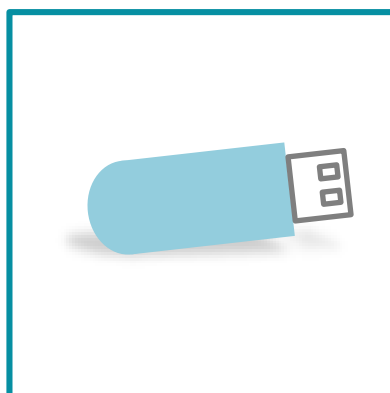


## Digital exposure – e-catalogue

### D17: e-catalogue

The electronic version of the fair catalogue carries comprehensive show information, including floorplans, exhibitor listings and fringe programme schedules. The e-catalogue will be stored on a USB flash drive and distributed to the show's attendees.

Position	Price (RMB)
(a) Inside first page (after cover, exclusive)	12,000
(b) Inside regular (random page)	5,000
(c) Logo (company entry at exhibitor list)	1,000



Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: digital@hongkong.messefrankfurt.com

## Digital exposure – 20<sup>th</sup> anniversary promotion

### 20<sup>th</sup> anniversary promotion

To celebrate the 20th anniversary of Music China, we are pleased to offer the following promotional packages. You can increase your brand's awareness at a discounted price.

Package	Content	Original price (RMB)	Special price (RMB)
P1. Digital Plus	D02 Gold media package D04(a) Social media / D04(b) Shop link D05(a) Logo D05(c) Video	2,800	2,000
P2. Awareness	D08 E-newsletter D10 Banner on visitor pre-registration confirmation page D12 Highlighted QR code	10,500	7,200
Also enjoy 20% off for items D03-D11 and D15-D17			



Please contact us:  
 Messe Frankfurt (HK) Ltd  
 Contact Person: Ms Wendy Lip / Mr Gino Zhao  
 Tel: +852 2230 9247 / 2230 9203  
 Fax: +852 2519 6800  
 Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)



# Application form 2022

D01	Silver Media Package <input type="checkbox"/>		D02	Gold Media Package <input type="checkbox"/>	
<ul style="list-style-type: none"> <li>Basic media package</li> <li>Correspondence address</li> <li>Email &amp; website</li> <li>1 company page (picture &amp; description)</li> <li>1 product page (picture &amp; description)</li> <li>3 keywords</li> </ul>			RMB 900	<ul style="list-style-type: none"> <li>Basic media package</li> <li>Correspondence address</li> <li>Email &amp; website</li> <li>1 company page (picture &amp; description)</li> <li>5 product pages (picture &amp; description)</li> <li>5 keywords</li> </ul>	
RMB 1,500					
<b>Item</b>			<b>Price (RMB)</b>		<b>Qty</b>
After joining upgraded media package (D01 or D02), add-ons items D03-D05 can be chosen					
D03	Search Add-ons	a) Top Of Search	4,000		
		b) Top Of Category	2,000		
		c) Front Page Box	4,000		
D04	Link Add-ons	a) Social media link	500		
		b) Shop link	500		
D05	Information Add-ons	a) Logo	300		
		b) Product page	500		
		c) Video	500		
		d) Document download	1,000		
		e) Keyword	120		
Below items can be ordered separately					
D06	Online banner	a) At homepage 4:1	6,500		
		b) At exhibitor search – under the header 10:1	8,000		
		c) At exhibitor search – after the 7th entry	5,500		
D07	WeChat official account advertisement	a) WeChat broadcast – per post	Featured time 8,000 or normal time 5,000*		
		b) Top banner – 2 weeks	Featured time 10,000 or normal time 5,000*		
		c) Banner after top banner – 2 weeks	Featured time 6,000 or normal time 3,000*		
		d) Bottom banner – 2 weeks	Featured time 8,000 or normal time 4,000*		
		e) Banner before bottom banner – 2 weeks	Featured time 5,000 or normal time 2,500*		
		f) Mini program homepage banner ad – 1 year	6,000		
		g) Mini program landing page – 1 year	12,000		
		h) Onsite VR stand panorama – 1 year	5,000		
		i) Live streaming – 2 hours	10,000		
D08	E-newsletter	Logo	2,000		
D09	Weibo advertisement	Per post	5,000		
D10	Banner on visitor pre-registration confirmation page		5,000		

\*Please cross out as inappropriate

Company name: \_\_\_\_\_ Booth no.: \_\_\_\_\_ Date: \_\_\_\_\_

# Application form 2022

Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

Item			Price (RMB)	Qty
D11	WeChat moment advertisement	Per edition	10,000	
D12	Highlighted QR code	3 boards	3,500	
D13	Advertising on entrance gate machine	At the entrances	33,000	
D14	Onsite electronic guide	3 seconds	8,800	
D15	Mobile application banner	a) Homepage	8,000	
		b) Exhibitor search	6,500	
		c) Groundplan	6,500	
		d) Events	5,500	
		e) Favorites	5,500	
D16	Mobile application audio guide	1 minute	5,000	
D17	e-catalogue	a) Inside first page	12,000	
		b) Inside page (random page)	5,000	
		c) Logo	1,000	
P1	Digital Plus Package		2,000	
P2	Awareness Package		7,200	
Total				

## We hereby accept the Terms & Conditions and sign below

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

Contact person : \_\_\_\_\_ Tel / Cell phone : \_\_\_\_\_

E-mail : \_\_\_\_\_ Booth No. : \_\_\_\_\_

Signature (with company stamp) : \_\_\_\_\_ Date : \_\_\_\_\_

### Terms & 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 re-performance. The re-performance 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.
- The above order form must be accompanied by full payment to Messe Frankfurt (HK) Ltd
 

Bank Name: The Hongkong and Shanghai Banking Corp Ltd  
 Bank Address: No.1 Queen's Road Central, Central, HK  
 USD A/C No.: 511-017758-274  
 A/C Holder: Messe Frankfurt (HK) Ltd  
 Swift code: hsbckhkhkh
- Advertising fee in USD will be noted at our corporate exchange rate as stated in the invoice. The organisers reserves the right to adjust the fixed exchange rate.
- All bank charges are borne by the exhibitors / 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: [www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html](http://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.