

music

CHINA

10 – 13 October 2018

Shanghai New International Expo Centre, China

www.musikmesse-china.com

Sponsorship and Advertising Opportunities

- Increase your brand recognition
- Increase the exposure of your products and service
- Position yourself as an industry leader
- Relationship development through new networking opportunities

It's my tune.



INTEX



messe frankfurt

music

CHINA

(P) Package options

P01 Economy Package (new)

Application deadline: 31 August 2018

Include following items:

1. Official fair catalogue 1 full page advertisement (R.O.P.)
2. Featured exhibitor on e-newsletter and online channels

Price: RMB 5,000



P02 Premium Package (new)

Application deadline: 31 August 2018

Include following items:

1. Visitor promotion leaflet advertisement
2. Official fair catalogue 1 full page advertisement (R.O.P.)
3. C04 Outside square billboard advertisement (3m (W) x 4m (H))
4. Featured exhibitor on e-newsletter and online channels

Price: RMB 15,000



(A) Sponsorship items and souvenirs (Show participation)

A01 Visitor admission badge

Application deadline: 31 August 2018

Visitor admission badge is for trade visitors only and it is needed by all visitors to enter the exhibition halls.

- Sponsor's ad will be displayed at the back of badge (single side).
- Ad file should be provided by sponsor and approved by organisers in advance.
- Organisers will be responsible for the badge design and production.

Quantity: 20,000 pcs

Price: (a) RMB 22,000 (Joint, max 4 sponsors)
(b) RMB 100,000 (Exclusive)



A02 Visitor lanyards

Application deadline: 31 August 2018

Visitor lanyards will be distributed to visitors at registration counters.

- Sponsor's logo (single unit, 1-colour) and company name will be printed on one side of the lanyard and show's message on the other side.
- Logo file should be provided by sponsor and approved by organisers in advance.
- Organisers will be responsible for the lanyards design and production.

Quantity: 20,000 pcs

Price: (a) RMB 22,000 / 1 Logo (Joint, max 3 sponsors)
(b) RMB 100,000 / 1 Logo (Exclusive) **(Sold)**



A05 Show bag

Application deadline: 10 August 2018

Show bags will be distributed to visitors at the registration counters.

- Sponsor's logo (single unit) and booth number will be printed on one side of the show bag and show message with logo will be printed on the other side.
- Logo file should be provided by sponsor.
- Organisers will be responsible for the show bag design and production.

Quantity: 10,000 pcs

Price: (a) RMB 40,000 (Joint, max 3 sponsors)
(b) RMB 100,000 (Exclusive)



A06 Resting Area/ Wifi Area

Application deadline: 31 August 2018

Visitors would love to congregate here for free internet and Wi-Fi service.

- Sponsor's name and/or logo (single unit) to be displayed on all relevant on-site signage
- Sponsor's flyers will be displayed at the internet area/resting Area

Price: (a) RMB 15,000 (Title sponsor)
(b) RMB 5,000 (1 Logo only, max 3 sponsors)



(A) Sponsorship items and souvenirs (Show participation) (Cont'd)

A07a Pre-registration gift for visitor

Application deadline: 10 August 2018

Pre-registered visitors will receive a gift at the registration counters.

- Sponsor's logo (single unit) will be printed on gifts (e.g. mini notebook)
- The design must be approved by the organisers in advance

Price: RMB 30,000 (Exclusive)



A07b Visitor souvenirs

Application deadline: 10 August 2018

Gifts will be distributed to all visitors inside the venue.

- Pre-registered and/ or on-site registered visitors will receive a gift at the registration counters.
- Sponsor's logo (single unit) and/or product logo (single unit), together with the show's logo will be printed on gifts
- The design must be approved by the organisers in advance

Price: RMB 30,000



A18 Welcome dinner

Application deadline: 10 August 2018

Sponsor for this key industry networking event attended by key industry players and exhibitors.

- Sponsor's name and/or logo (single unit) to be displayed on invitation materials and all relevant on-site signage
- Sponsor's flyers to be distributed at the event reception table
- Sponsor to be thanked by the Master of Ceremony on stage

Price: RMB 50,000 (Exclusive)



A24 T-shirt

Application deadline: 10 August 2018

T-shirts with sponsor's presence will be worn by supporting staff throughout the show period.

- Sponsor's logo (single unit) and/or product advertisement, together with the show's logo will be printed on T-shirts
- The design must be approved by the organisers in advance

Price: RMB 5,000 / 100pcs (Joint, unlimited)

(B) Advertising options (Publication materials)

B01 Fair catalogue advertisement

Application deadline: 31 August 2018

A comprehensive reference guide will be provided for all participants during and after the show! It carries comprehensive show information, including floor plans, exhibitors list, company and product introduction, fringe programme list, etc. Your advertisement will be kept by buyers for long time along the fair catalogue which creates continuous business opportunities for you.

Publication trim size: 210mm (W) x 285mm (H)
Bleed size: 216mm (W) x 291mm (H)

Price:

B01-1) Front / Back cover gate fold	(full page, 4-colour)	RMB 20,000
B01-2) Catalogue back cover	(full page, 4-colour)	RMB 25,000 (Sold)
B01-3) Inside front cover	(full page, 4-colour)	RMB 15,000
B01-4) Inside back cover	(full page, 4-colour)	RMB 12,000
B01-5) First page ad	(full page, 4-colour)	RMB 15,000
B01-6) Double page spread	(full page, 4-colour)	RMB 12,000
B01-7) Run-of-page (ROP)	(full page, 4-colour)	RMB 5,000
B01-8) CD back cover	(full page, 4-colour)	RMB 15,000 (Sold)
B01-9) Bookmark	(double sides, 4 colour, Joint, max 3 sponsors)	RMB 15,000

B01-10 Company logo beside fair catalogue entry

Application deadline: 31 August 2018

Exhibitors' company logo (single unit) will be inserted in the show catalogue next to the "Exhibitor List" and "Exhibitor Profile". It will receive attention easily from the readers ahead of your competitors.

Size: 10mm (W) x 10mm (H)
Price: RMB 800 / Sponsor / Logo

B02 Buyer invitation - Postcard

Application deadline: 31 August 2018

Advertise on the visitor postcard by showing your company logo (single unit). (Printed on one side of postcard)
The postcard will be sent to more than 50,000 potential visitors before the show opens.

Price: RMB 3,000 (Exclusive)

(B) Advertising options (Publication materials) (Cont'd)

B03 Show preview

Application deadline: 31 August 2018

Advertise in the show preview which features selected exhibitor products and profiles. This will be circulated to more than 100,000 buyers around the world before the fair opens. E-version is also available.

Size: 216mm (W) x 99mm (H)

Price: (a) Company logo (single unit) RMB 500
(b) Run-of page ads RMB 5,000

B04 Visitor guide advertisement

Application deadline: 31 August 2018

The Visitor Guide will be distributed to every visitor onsite free of charge!
Information in the guide such as floorplans, exhibitor list, fringe programme list, etc. Visitors can have a glance on the show's information and location of targeted booths quickly. A golden opportunity to promote your company and products.

Publication trim size: 210mm (W) x 142mm (H)

Quantity: Unlimited

Production: Organisers will be responsible for the visitor guide design and production

Price: Inside front cover (full page, 4-colour) RMB 5,000

B07 Visitor ticket advertising

Application deadline: 31 August 2018

Visitor ticket will be sent to potential visitors in China and abroad. Advertising on the back of the ticket or logo (single unit) insertion are possible.

Ticket trim size: 216mm (W) x 96mm (H)

Quantity: 10,000 pcs

Price: RMB 8,000 (Exclusive)

(C) Advertising options (Onsite facilities)

C01 Large outdoor billboard

Application deadline: 10 August 2018

Size: 8m (W) x 5m (H)
Location: East and North side of East and South square

Price: (a) RMB 17,500 (Prime location)
(b) RMB 13,500 (Non - Prime location)



C02 (a) Small outdoor billboard

Application deadline: 10 August 2018

Size: 4m (W) x 5m (H)
Location: East and North side of East and South square

Price: RMB 8,000 / pc



C02 (b) Corridor ad on the ground

Application deadline: 10 August 2018

Size: 3m (W) x 2.5m (H)
Location: The corridor between each exhibition halls / Outside corridor

Price: RMB 10,000 / pc



C03 Corridor ad on the ceiling

Application deadline: 10 August 2018

Size: 5m (W) x 0.7m (H)
Location: The corridor between each exhibition halls

Price: RMB 2,050 / pc



C04 Outside square ad-board

Application deadline: 10 August 2018

Size: 4m (W) x 3m (H)
Location: Outside square

Price: RMB 12,500 / pc

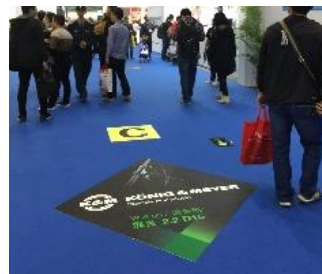


C06 Floor graphics

Application deadline: 10 August 2018

Size: 100cm (W) x 100cm (L) (full size)
20cm (W) x 20cm (L) (logo only)
Location: Outside halls or corridor between exhibition halls

Price: RMB 7,000 / pc (full size)



(C) Advertising options (Onsite facilities) (Cont'd)

C07 Inter-hall shuttle bus ad

Application deadline: 10 August 2018

Size: 70cm (H) x 240cm (L)
 Location: Exhibitor's advertising message will be displayed on inter-hall shuttle

Price: RMB 17,500 / shuttle



C08 Inter-hall shuttle bus station ad

Application deadline: 10 August 2018

Size: 200cm (W) x 100cm (H)
 Location: Exhibitor's advertising message will be displayed on the inter-hall shuttle bus stand

Price: RMB 27,500 / stand



C09 Movable outdoor board ad

Application deadline: 10 August 2018

Size: 4m (W) x 5m (H)
 Location: Movable ad outdoor board on main passageway

Price: RMB 18,500 / pc



C10 Entrance square 1 pillar advertisement (new)

Application deadline: 10 August 2018

Size: 1.6m (W) x 2.4m (H)
 Location: Outside visitor entrance hall 1, taxi waiting area

Quantity: (a) RMB 30,000 / pc (Exclusive)
 (b) RMB 15,000 / pc (Joint, max 2 sponsors)



(C) Advertising options (Onsite facilities) (Cont'd)

C11 Hanging banner on visitor registering counter (one side) (new)

Application deadline: 10 August 2018

- Size: (a) large size: 8m(W) x 5m(H)
 (b) small size: 4m(W) x 5m(H)
- Location: In the entrance hall 1 and 3
- Price: (a) RMB 80,000 / side (large size)
 (b) RMB 60,000 / side (small size)



C12 Exhibition guide system ad

Application deadline: 10 August 2018

- Location: 3 seconds exposure of the exhibitor's advertising when click the exhibition hall plan

Price: RMB 10,000 (full size)



C13 Empty box storage container (new)

Application deadline: 10 August 2018

- Size: 12m (W) x 2.5m (H)
- Location: Between each exhibition halls
- Price: RMB 10,000 / pc



Advertisement

C14 Registration Form counter (new)

Application deadline: 10 August 2018

- Size: 3m (W) x 1m (H)
- Location: Visitor registration counter

Price: (a) RMB 20,000 / pc (Joint)
 (b) RMB 100,000 (Exclusive)



Advertisement

Please return to:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd
Attn: Mr. James Deng / Mr. Lance Liu / Mr. Benny Cai
Tel: +86 755 8299 4989 ext. 535 / 537 / 536
Fax: +86 755 8299 2015
Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Subject to change. Information as of Jun 2018.

Quantity	Items / Specifications	Unit Price (RMB)		
P) Package options (Deadline: 31 Aug 2018)				
P01 (new)	Economy package	5,000		
P02 (new)	Premium package	15,000		
A) Sponsorship options items and souvenirs (Show participation) (Deadline: 31 Aug 2018)				
A01	Visitor admission badge	(a) Joint, Max. 4 sponsors (b) Exclusive sponsor		
		22,000 100,000		
A02	Visitor lanyard	(a) Joint sponsor, Max. 3 sponsors (b) Exclusive sponsor		
		22,000 100,000 (Sold)		
A05	Show bag (Deadline: 10 Aug 2018)	(a) Joint sponsor, Max. 3 sponsors (b) Exclusive sponsor		
		40,000 100,000		
A06	Resting Area / Wifi Area	(a) Title sponsor (b) Logo only, Max. 3 sponsors		
		15,000 5,000		
A07a	Pre-registration gift for visitor (Deadline: 10 Aug 2018)	Exclusive sponsor		
		30,000		
A07b	Visitor souvenirs (Deadline: 10 Aug 2018)			
		30,000		
A18	Welcome dinner (Deadline: 10 Aug 2018)	Exclusive sponsor		
		50,000		
A24	T-shirt (Deadline: 10 Aug 2018)	Joint, Max. 100 pcs		
		5,000		
B) Advertising options (Publication materials) (Deadline: 31 Aug 2018)				
B01	Official fair catalogue	(1) Front / Back cover gate fold (4-colour)	285mm (H) x 420mm (W)	20,000
		(2) Catalogue back cover (FP, 4-colour)	285mm (H) x 210mm (W)	25,000 (Sold)
		(3) Inside front cover (FP, 4-colour)	285mm (H) x 210mm (W)	15,000
		(4) Inside back cover (FP, 4-colour)	285mm (H) x 210mm (W)	12,000
		(5) First page (FP, 4-colour)	285mm (H) x 210mm (W)	15,000
		(6) Double page spread (4-colour)	285mm (H) x 420mm (W)	12,000
		(7) Run-of-paper ad (FP, 4-colour)	285mm (H) x 210mm (W)	5,000
		(8) CD back cover (4-colour)	125mm (H) x 125mm (W)	15,000 (Sold)
		(9) Bookmark (4-colour)	155mm (H) x 45mm (W)	15,000
B01-10	Official fair catalogue	Company logo beside fair catalogue entry	10mm (H) x 10mm (W)	800
B02	Buyer invitation - Postcard			3,000
B03	Show preview	(a) One logo		500
		(b) Run - of page ads	99mm (H) x 216mm (W)	5,000
B04	Visitor guide		142mm (H) x 210mm (W)	5,000
B07	Visitor ticket advertising		96mm (H) x 216mm (W)	8,000

Company Name: _____

Booth number: _____

Signature: _____

Date: _____

Please return to:

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Attn: Mr. James Deng / Mr. Lance Liu / Mr. Benny Cai

Tel: +86 755 8299 4989 ext. 535 / 537 / 536

Fax: +86 755 8299 2015

Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Subject to change. Information as of Jun 2018.

Quantity	Items / Specifications	Unit Price (RMB)	
C) Advertising options (Onsite facilities) (Deadline: 10 Aug 2018)			
C01	Large outdoor billboard	(a) 8m (W) x 5m (H) - Prime location	17,500
		(b) 8m (W) x 5m (H) – Non – Prime location	13,500
C02	Small outdoor billboard	4m (W) x 5m (H)	8,000
	Corridor ad on the ground	3m (W) x 2.5m (H)	10,000
C03	Corridor ad on the ceiling	5m (W) x 0.7m (H)	2,050
C04	Outside square ad-board	4m (W) x 3m (H)	12,500
C06	Floor graphics	100cm (W) x 100cm (L) – full size	7,000
C07	Inter-hall shuttle bus ad	70cm (H) x 240cm (L)	15,000
C08	Inter-hall shuttle bus station ad	200cm (W) x 100cm (H)	27,500
C09	Movable outdoor board ad	4m (W) x 5m (H)	18,500
C10 (new)	Entrance square 1 pillar advertisement	(a) 1.6m (W) x 2.4m (H) - Exclusive sponsor	30,000
		(b) 1.6m (W) x 2.4m (H) - Joint sponsor	15,000
C11 (new)	Hanging banner on visitor registering counter	(a) 8m (W) x 5m (H)	80,000
		(b) 4m (W) x 5m (H)	60,000
C12	Exhibition guide system ad		10,000
C13 (new)	Empty box storage container	12m (W) x 2.5m (H)	10,000
C14 (new)	Registration Form counter	(a) 3m (W) x 1m (H) - Joint sponsor	20,000
		(b) 3m (W) x 1m (H) - Exclusive sponsor	100,000
		Total	

Company Name: _____

Booth number: _____

Signature: _____

Date: _____ 9

Please return to:

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Fax: +86 755 8299 2015

Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Technical Specifications

1. Trim size for advertising options please refer to the Sponsorship and Advertising brochure. For Publication materials, please add 5mm bleed on each side. For Onsite facilities, please add 5cm bleed on each side.
2. The application form and advertisement artwork for advertising options should be sent to sponsorship@hongkong.messefrankfurt.com before the deadline.
3. Advertising layout and resolution must follow the requirements in the specification the Organiser provided to the customers. Customers are advised to provide a thumbnail in JPG format for verification purposes. Ad file in AI format needs outlines.

Terms and Conditions

1. Reservation of advertisement space and / or sponsorship will be prioritised for customers who ordered in the last edition. After that, space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers.
2. The Organiser reserves the right to decline any sponsorship or advertisement application.
3. The use of the provided advertising media for trade shows and events that considered competitive events of the Organiser is not authorised.
4. Customers are responsible for providing the Organiser with all artworks before deadline(s), and that all artwork(s) are subject to approval by the Organiser. Otherwise a timely provision of the advertising media cannot be warranted.
5. The Organiser is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
6. A surcharge of 50% will be charged upon the production cost if the advertisement and / or sponsorship order is requested after deadline. The Organiser reserves the right to decline any request.
7. Any alteration / relocation of advertisement after production / installation is deemed as repeat production. Repeat production cost (150% of original production cost) is at the expense of customer. The Organiser reserves the right to decline any request.
8. No cancellation is accepted for the advertising once the signed advertising agreement is submitted. The customer is liable for the total amount.
9. The locations of advertising media are subject to actual situation onsite and the Organiser reserves the right to make deviations if necessary.
10. In case that advertising media provision cannot be realized because of late submission of artwork by customer, the advertising fee is not refundable.
11. All bank charges are borne by the customer.
12. Regarding the sponsored products (if any), the sponsor shall bear the responsibility and expenses for the transportation 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 Organiser. Furthermore, all sponsors are bound by the rules and regulations of the Organiser as laid down in the official participation guidelines for exhibitors.
13. All applications to participate at the Fair are subject to the General Terms & Conditions (available on the website: www.messefrankfurt.com.hk). By signing and submitting this application form, the applicant agrees to be bound by the General Terms & Conditions.
14. In the event of any dispute and without prejudice to its rights under the law of Hong Kong which governs this application and the General Terms & Conditions, all decisions by the Management of Messe Frankfurt (HK) Ltd shall be final.
15. The above order form must be accompanied by full payment to Messe Frankfurt (HK) Ltd.

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: hsbchkhhkh

We hereby agreed to abide by the terms & conditions outlined in Sponsorship & Advertising Application Form.

Company: _____

Contact person: _____ Booth No.: _____

Tel: _____ Fax: _____

E-mail: _____

Signature with chop: _____ Date: _____

