

# music CHINA

**10 – 13 October 2019**

Shanghai New International Expo Centre, China  
[www.musikmesse-china.com](http://www.musikmesse-china.com)

## Digital Services

- Increase your brand recognition
- Increase the exposure of your products and service



**INTEX**



**messe frankfurt**

## Digital exposure – online platform

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

Each exhibitor has a basic media package which includes company name, booth number and product group on the official fair website [www.musikmesse-china.com.cn](http://www.musikmesse-china.com.cn). The upgraded media packages (Silver and Gold) allow to enhance the advertising opportunities at little expense to draw attention from professional buyers.

#### D01: Silver Media Package

**RMB 900**

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

#### D02: Gold Media Package

**RMB 1,500**

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

**music CHINA**  
10 - 13 October 2019  
Shanghai, China  
MORE INFORMATION

**Exhibitors & products**  
Overview

**Yamaha Music & Electronics (China) Co Ltd**  
Product page (picture & description)  
Silver 3 products; Gold 5 products

**Upright Piano YUX/YAX/YDX**  
EXPLORE PRODUCT

**Address**  
Yamaha Music & Electronics (China) Co Ltd  
3rd Floor, Xinghe Building No. 1818 Xinghe Road  
200042 Shanghai  
China  
Telephone 86 (21) 63472211  
Fax 86 (21) 62173989

**Website**  
[www.yamaha.com.cn](http://www.yamaha.com.cn)

**Booth**  
E2 D12  
GO TO MAP

**Correspondence address; Email & website**

**About us**  
Since 1887, when it began producing reed organs, the Yamaha Corporation in Japan (then Nippon Gakki Co., Ltd.) has grown to become the world's largest manufacturer of a full line of musical instruments and a leading producer of audio/visual products, semiconductors and other computer related products, sporting goods, home appliances and furniture, specialty metals, machine tools, and industrial robots.

Yamaha owns numerous subsidiaries and affiliates in overseas markets in

Show more

**Company page (picture & description)**

**Our product groups**

- 02 Brass instruments
- 02.01 Brass instruments
- 03 Stringed instruments
- 03.01 Bowed instruments
- 03.01.01 Bowed instruments
- 03.02 Harps and Plucked instruments
- 03.02.01 Harps and Plucked instruments
- 04 Percussion instruments
- 04.01 Drum and percussion instruments
- 05 Woodwind instruments
- 05.01 Woodwind instruments
- 06 Pianos & keyboards
- 06.01 Pianos
- 06.02 Digital Piano
- 07 Electronic & electric instruments
- 07.01 Guitars and Bases
- 07.02 Amplifiers
- 10 Music related computer hardware & software

**Keywords**  
Silver 3 keywords; Gold 5 keywords

雅马哈音乐制作 | 雅马哈 | yamaha | 雅马哈乐器 | 雅马哈音响

Please contact us:  
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## Digital exposure – online platform

### 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.

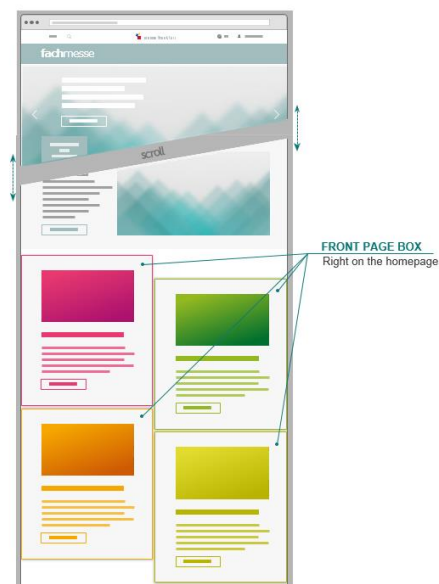
#### D03: Add-ons

Visitors will see you immediately with these add-ons, which increase your visibility!

(a) Top Of Search
<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 in rotation)</li> </ul>

(b) Top Of Category
<b>RMB 2,000</b>
<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 in rotation)</li> </ul>

(c) Front Page Box
<b>RMB 4,000</b>
<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>




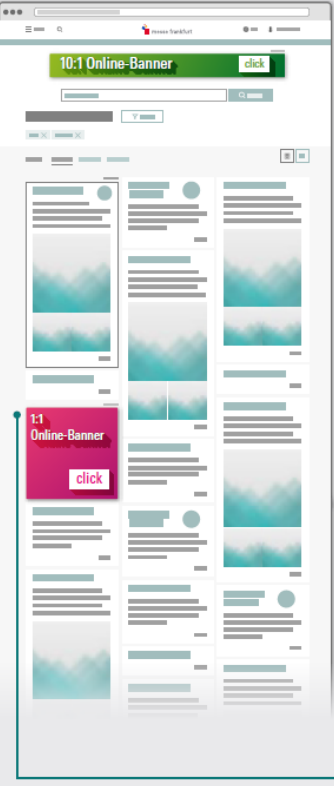
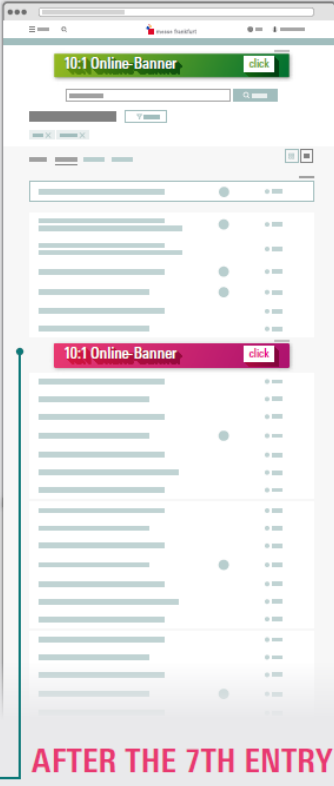
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## Digital exposure – online platform

### D04: Online banners

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

(a) Online banner at homepage RMB 6,500	(b) Online banner at exhibitor search – under the header RMB 8,000	(c) Online banner at exhibitor search – after the 7 <sup>th</sup> entry RMB 5,500
<ul style="list-style-type: none"> <li>➤ 4:1 (1,140 x 285 px)</li> <li>➤ Placement after roughly 1/3 of the page height</li> </ul>	<ul style="list-style-type: none"> <li>➤ 10:1 (1,140 x 114 px)</li> <li>➤ Placement under header</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>➤ Placement after the 7<sup>th</sup> entry</li> </ul>
 <p>30 %</p>		 <p>AFTER THE 7TH ENTRY</p>

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## Digital exposure – online platform

### D05: WeChat visitor service account banner

The Messe Frankfurt Visitor Service Center (VSC) (WeChat ID: mf-visitor; Chinese: “法兰克福展览观众服务”) is a WeChat platform for instant visitor services including registration, exhibitor search, bookmarking, business matching and meeting appointment services. Platform is currently available in Chinese. Now you can put your ad banner at our WeChat platform.

#### (a) My account – Visitor page

**RMB 10,000**

- Placement under the fair information
- Size: 400 x 100px

#### (b) Registration confirmation page

**RMB 8,000**

- Placement at the bottom of the badge information
- Size: 300 x 75px



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## Digital exposure – online platform

### D06: E-newsletter

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

D06: E-newsletter
RMB 1,000
<ul style="list-style-type: none"> <li>➤ Only company logo and website are needed</li> <li>➤ Good cost performance</li> </ul>

**music**  
CHINA

11 – 14 October 2017  
Shanghai New International  
Expo Centre, China

**11 – 14 October 2017**  
It's my tune.
 

- ➔ Register now
- ➔ Exhibitor list
- ➔ Fringe events
- ➔ Travel info

**Explore a worldwide collection of instrument manufacturers at Music China**

Sourcing the wide range of innovative musical instruments at Music China 2017 can help you collect the most important market and product information available. This is a golden chance to seek out future cooperation partners and explore the hottest products for your business growth. Register online today to meet over 2,000 worldwide instrument market leaders face-to-face.

Be quick to get the FREE admission pass by online registration using promotion code – **MUSIC**.

**Product highlights**

- Bowed instruments
- Fretted and stringed instruments
- Percussion instruments
- Sheet music
- Accessories and others
- Electronic and electric instruments
- Music education
- Pianos and keyboards
- Woodwind and brass instruments

**Connect with your target exhibitors using the index below!**

<b>A</b> Agents	<b>D</b> Dealers / Distributors	<b>J</b> Joint Ventures
<b>R</b> Retailers	<b>T</b> Teachers & Musicians	

Products that are new or being launched in Asia for the first time

☐ I want to make an appointment

**Featured exhibitor**

Company: Anhui Crossway Intelligent Musical Instrument Technology Co Ltd  
Booth no.: E3D29

**KLSW 克洛斯威**  
小米生态链企业

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## Digital exposure – onsite platform

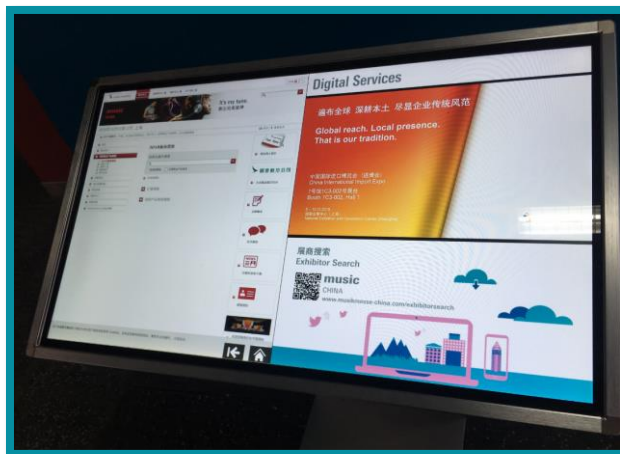
### D07: Onsite touch screen

Touch screens are placed in the fairground for searching exhibitors onsite. The screens can play your video which keeps on streaming during the fair period to attract visitors' attention.

#### D06: Onsite touch screen

RMB 1,800 for 30 seconds  
RMB 2,500 for 50 seconds

- All popular video formats are supported (aspect ratio 16:9)



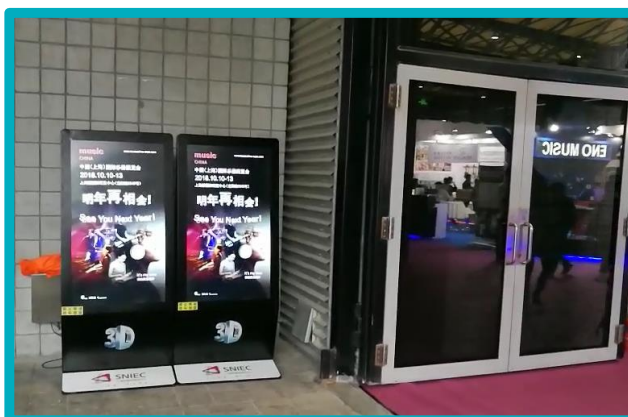
### D08: 3D monitor advertisement

Make your message 'jump' out of the monitor! 3D monitor advertisements apply glasses-free 3D technologies, and helps to deliver your information in an three-dimensional and vivid way. Your brilliant ideas will be prominently shown. 3D monitors are located at the main entrances and passageways of the Shanghai New International Expo Center, covering buyers in an all-round way.

#### D08: 3D monitor advertisement

RMB 53,000 / area / 15 seconds

- There are more than 50 3D monitors in each area



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## Digital exposure – onsite platform

### D09: INFANITY 3D hologram



INFANITY 3D hologram is a newly updated 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 100cm. 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).

(a) Basic	(b) Premium	(c) Enterprise
RMB 10,000	RMB 60,000	RMB 100,000
<ul style="list-style-type: none"> <li>➤ 1 logo</li> <li>➤ Quantity: 65 cm x 1</li> </ul>	<ul style="list-style-type: none"> <li>➤ 1 logo</li> <li>➤ 1 product</li> <li>➤ Quantity: 100 cm x 2</li> </ul>	<ul style="list-style-type: none"> <li>➤ 1 logo</li> <li>➤ 2 products</li> <li>➤ Quantity: 65 cm x 9 multiple units</li> </ul>
		

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## Digital exposure – post-promotion

### D10: 360° trade fair stand panorama

Do you want to show your stand after the fair? You can present your trade fair stand digitally as a 360° panorama after the fair. 360° photo shoots allow potential customers around the world to “visit” your booth any time. Make your trade fair stand virtually accessible on your website until your next trade fair!

#### D10: 360° trade fair stand panorama

From RMB 1,000

- A professional crew comes to your stand and takes the photos
- It takes 5 – 10 working days for editing



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# Application form

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D01	Silver Media Package	<input type="checkbox"/>	D02	Gold Media Package	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>Company name</li> <li>Booth number</li> <li>Product group</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>Company name</li> <li>Booth number</li> <li>Product group</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 can be chosen					
D03	Add-ons	a) Top Of Search	4,000		
		b) Top Of Category	2,000		
		c) Front Page Box	4,000		
Below items can be ordered separately					
D04	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		
D05	WeChat visitor service account banner	a) My account – Visitor page	10,000		
		b) Registration confirmation page	8,000		
D06	E-newsletter	Logo	1,000		
D07	Onsite touch screen video	30 seconds	1,800		
		50 seconds	2,500		
D08	3D monitor advertisement	1 area / 15 seconds	53,000		
D09	INFANITY 3D hologram	a) Basic	10,000		
		b) Premium	60,000		
		c) Enterprise	100,000		
D10	360° trade fair stand panorama	**From RMB1,000, please contact the organiser for price**			
<b>Total</b>					

**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 : \_\_\_\_\_

**Terms & Conditions:**

1. Reservation of advertisement space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers.
2. The organisers reserve the right to decline any advertisement application.
3. The use of the provided advertising media for trade shows and events that considered competitive events of the organisers is not authorised.
4. 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.
5. The organisers are not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
6. 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.
7. 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.
8. 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.
9. The locations of advertising media are subject to actual situation onsite and the organisers reserve 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. 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.
12. The total amount shall be due prior to the provision of the service by the organisers immediately upon receipt of the payment notice.
13. 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: hsbchkhkhkh  
Exchange Rate: 1 USD = 6.5 RMB (exchange rate is subject to change without prior notice)
14. All bank charges are borne by the exhibitors / advertisers.
15. 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.
16. In case of any disputes, the organisers reserve the right of final decision.