

music CHINA

28 – 31.10.2020

Shanghai New International Expo Centre, China

www.musikmesse-china.com

Digital Services

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



INTeX



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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. 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

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



2019 exhibitors & products

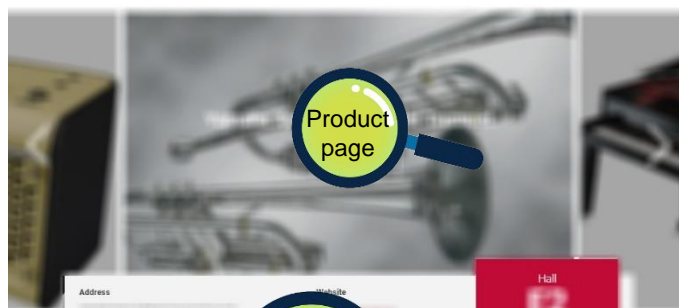
← Overview

Yamaha Music & Electronics
(China) Co., Ltd.

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



About us

Yamaha Music & Electronics (China) Co., Ltd. is a leading manufacturer and distributor of musical instruments and electronic equipment in China. The company has a long history of providing high-quality products and services to its customers. For more information, please visit our website.

Our product groups

- Digital Synthesizers
- Digital Synthesizers
- Digital Synthesizers
- Digital Synthesizers
- Digital Synthesizers

Keywords

Yamaha Music & Electronics (China) Co., Ltd.

Please contact us:
Messe Frankfurt (HK) Ltd
Contact Person: Ms Celia Rass / Mr Gino Zhao
Tel: +852 2238 9908 / 2230 9203
Fax: +852 2519 6800
Email: 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.

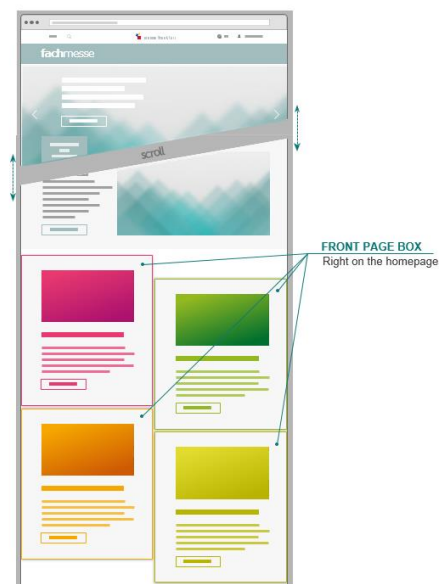
D03: Search add-ons

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

(a) Top Of Search
RMB 4,000
<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 on rotation)

(b) Top Of Category
RMB 2,000
<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 on rotation)

(c) Front Page Box
RMB 4,000
<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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Digital exposure – online platform

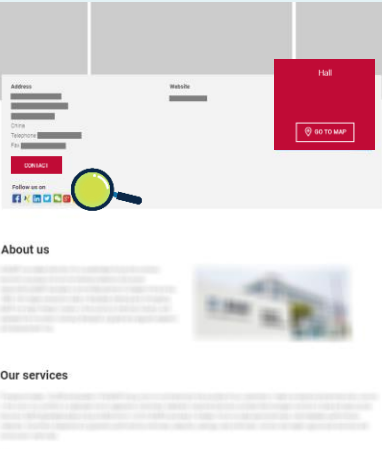
D04: Link Add-ons

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

(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



The screenshot shows a website layout with a contact form at the top, social media links, and product information. The contact form includes fields for Address, Website, City, Telephone, and Fax, along with a 'CONTACT' button. Below the form is a 'Follow us on' section with social media icons. The 'About us' section features a small image of a building. The 'Our services' section contains a list of services. The 'Our product groups' section is partially visible at the bottom.

(b) Shop link

RMB 500

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

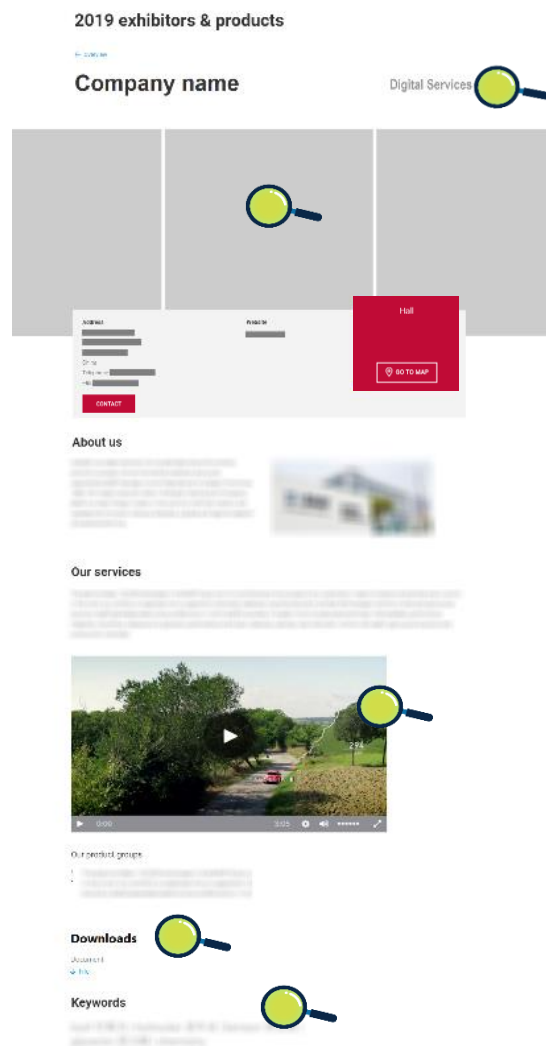
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Digital exposure – online platform

D05: Information Add-ons

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

(a) Logo	(b) Product page
RMB 300	RMB 500
<ul style="list-style-type: none"> ➤ Give a visual representation of company brand 	<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 ➤ 1 photo and product information in both Chinese and English (2,500 characters each)
(c) Video	(d) Document download
RMB 500	RMB 1,000
<ul style="list-style-type: none"> ➤ Show videos in your company profile through 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) 	<ul style="list-style-type: none"> ➤ Attach a document such as a product catalogue or company magazine in the exhibitor profile ➤ Visitors can save the document
(e) Keyword	
RMB 120	
<ul style="list-style-type: none"> ➤ Exhibitor can be found faster 	


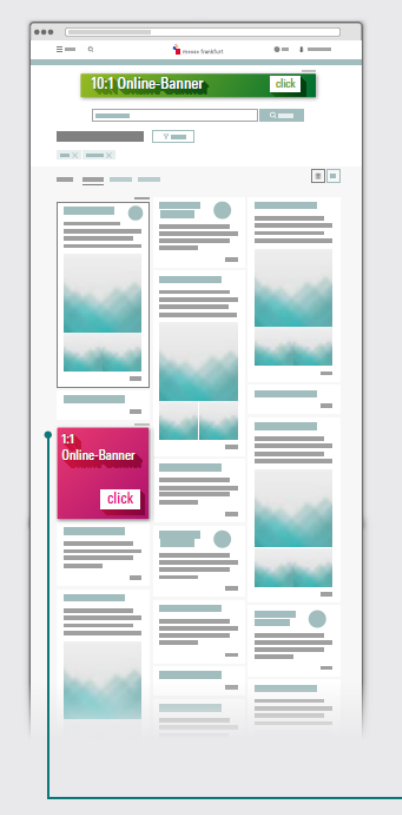
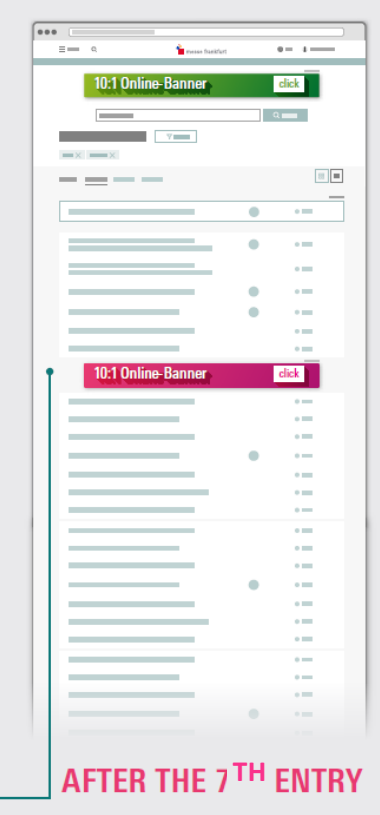


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Digital exposure – online platform

D06: Online banners

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

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Digital exposure – online platform

D07: WeChat visitor service account banner

The Messe Frankfurt Visitor Service Centre (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 searches, bookmarking, business matching and meeting appointment services. Platform is currently available in Chinese. You can currently feature your banner on 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

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 1,000 per edition

- Only the company logo and website are needed
- Good cost performance

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

Connect with your target exhibitors using the index below!

A Agents	D Dealers / Distributors	J Joint Ventures
R Retailers	T 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

克洛斯威
小米生态链企业

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Digital exposure – onsite platform

D09: Onsite touch screens

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.

D09: Onsite touch screens

RMB 2,500 for 30 seconds

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



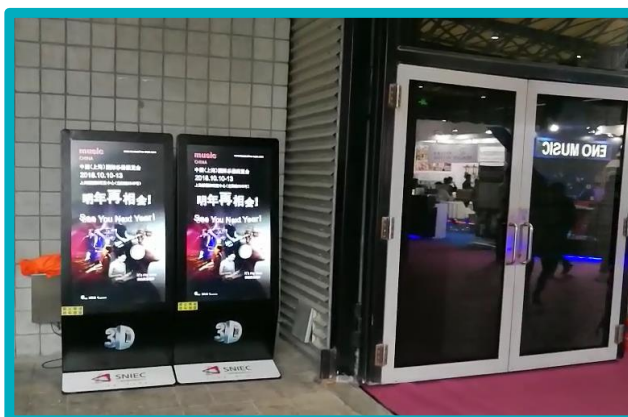
D10: 3D monitor advertising

Make your message 'jump' out of the monitor! 3D monitor advertisements apply glasses-free 3D technologies, and helps to deliver your information in a 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.

D10: 3D monitor advertisement

RMB 53,000 / area / 15 seconds

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



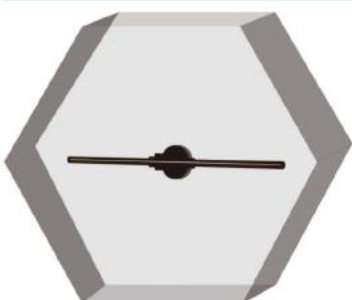
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Digital exposure – onsite platform

D11: 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. 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) Introductory
RMB 5,500
<ul style="list-style-type: none"> ➤ 1 logo and booth number ➤ Model: 30 cm



(b) Basic
RMB 11,000
<ul style="list-style-type: none"> ➤ 1 logo and booth number ➤ Model: 65 cm



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Digital exposure – post-promotion

D12: 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 exhibition. 360° photo shoots allow potential customers, from around the world, to “visit” your booth any time. Make your trade fair stand virtually accessible on your website until your next trade fair!

D12: 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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Digital exposure – mobile promotion

D13: 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.

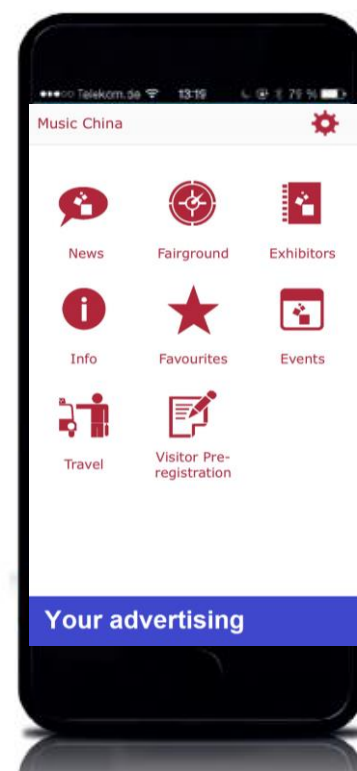
(a) Homepage
RMB 8,000
<ul style="list-style-type: none"> ➤ Placement at the bottom of the homepage ➤ Banner size: 600 × 100 px; 640 × 100 px; 720 × 100 px; 960 × 100 px; 1,280 × 200 px; 1,440 × 200 px

(b) Exhibitor search
RMB 6,500
<ul style="list-style-type: none"> ➤ Placement at the bottom of "Exhibitors" ➤ Banner size: 600 × 100 px; 640 × 100 px; 720 × 100 px; 960 × 100 px; 1,280 × 200 px; 1,440 × 200 px

(c) Groundplan
RMB 6,500
<ul style="list-style-type: none"> ➤ Placement at the bottom of "Fairground" ➤ Banner size: 600 × 100 px; 640 × 100 px; 720 × 100 px; 960 × 100 px; 1,280 × 200 px; 1,440 × 200 px

(a) Events
RMB 5,500
<ul style="list-style-type: none"> ➤ Placement at the bottom of "Events" ➤ Banner size: 600 × 100 px; 640 × 100 px; 720 × 100 px; 960 × 100 px; 1,280 × 200 px; 1,440 × 200 px

(b) Favourites
RMB 5,500
<ul style="list-style-type: none"> ➤ Placement at the bottom of "Favorites" ➤ Banner size: 600 × 100 px; 640 × 100 px; 720 × 100 px; 960 × 100 px; 1,280 × 200 px; 1,440 × 200 px



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Digital exposure – mobile promotion

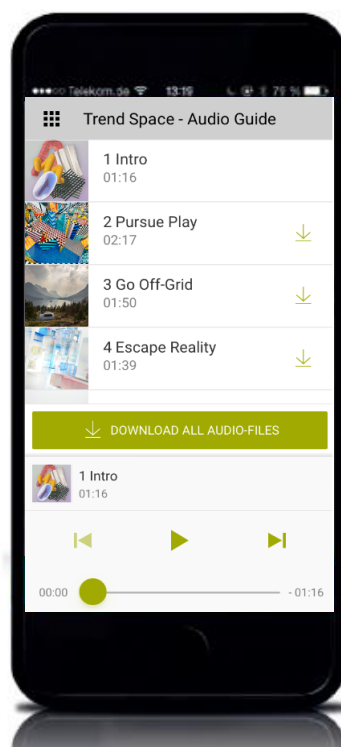
D14: Mobile application audio guide

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.

D14 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)



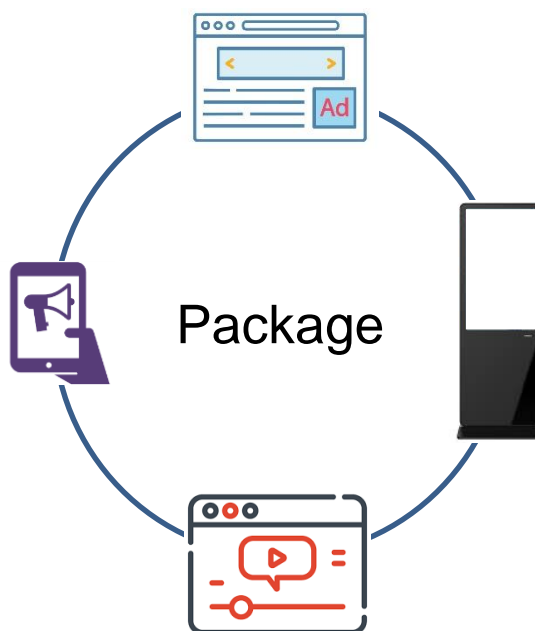
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Digital exposure – package

D15: Digital plus package

An enhanced and discounted package covers online and on-site promotion. The package is on a first-come-first-served basis due to a limited quota.

D15 Digital plus package
RMB 8,000 (original value RMB 11,300)
<ul style="list-style-type: none"> ➤ 1 Gold Media Package ➤ 1 online banner ➤ 1 add-on logo ➤ 1 add-on video – 30 seconds (on rotation) ➤ 1 onsite touch screen – 30 seconds (on rotation)



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Application form 2020

D01	Silver Media Package <input type="checkbox"/>		D02	Gold Media Package <input type="checkbox"/>	
<ul style="list-style-type: none"> Company name Booth number Product group Correspondence address Email & website 1 company page (picture & description) 1 product page (picture & description) 3 keywords 		RMB 900	<ul style="list-style-type: none"> Company name Booth number Product group Correspondence address Email & website 1 company page (picture & description) 5 product pages (picture & description) 5 keywords 		RMB 1,500
Item				Price (RMB)	Qty
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 visitor service account banner	a) My account – Visitor page	10,000		
		b) Registration confirmation page	8,000		
D08	E-newsletter	Logo	1,000		
D09	Onsite touch screen video	30 seconds	2,500		
D10	3D monitor advertisement	1 area / 15 seconds	53,000		
D11	INFANITY 3D hologram	a) Introductory	5,500		
		b) Basic	11,000		
D12	360° trade fair stand panorama	**From RMB 1,000 – please contact the organiser for price**			

Company name: _____ Booth no.: _____ Date: _____

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Application form 2020

Item			Price (RMB)	Qty
D13	Mobile application banner	a) Homepage	8,000	
		b) Exhibitor search	6,500	
		c) Groundplan	6,500	
		d) Events	5,500	
		e) Favorites	5,500	
D14	Mobile application audio guide	1 minute	5,000	
D15	Digital plus package		8,000	
Total				

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:

- 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.
- 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 = 6.8 RMB (exchange rate is subject to change without prior notice)
- 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). 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.