

interiorlifestyle

CHINA

China International Trade Fair for Household Products and Accessories
中国(上海)国际时尚家居用品展览会

11 – 13.9.2019

Shanghai Exhibition Centre

www.il-china.com

Digital services

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

Digital exposure – online platform

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.il-china.com at “Exhibitors & Products” webpage. The upgraded media packages (Silver and Gold) allow to enhance the advertising opportunities by drawing additional attention from professional buyers.

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

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



Exhibitors & products

Online Banner 10:1



2018 exhibitor search

All exhibitors

Sort by Best results Name Hall / Stand

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Upgraded media package (Silver / Gold) **Basic media package**

<p>AA Buy Trading Company</p> <p>We provide product design, product development and manufacturing service for customers' OEM/ODM projects. We are experienced...</p>  <p>C2, C2042</p>	<p>Aida China Representative Office</p> <p>aida is a Danish company from 1953 that designs, devel-ops and produces porcelain and other gift items. aida is deeply...</p>  <p>E1, E2004</p>	<p>Amano</p> <p>C1, C1103</p> <p>anchor</p> <p>W1, W2401</p> <p>Anhui Light Industries International Co.,Ltd</p> <p>2</p> <p>APEX Industry Company Limited</p> <p>E1, E1904</p> <p>AYTM</p> <p>AYTM is a Danish furniture brand which designs luxury home interior and small furniture in timeless designs. AYTM approaches...</p>
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Digital exposure – online platform

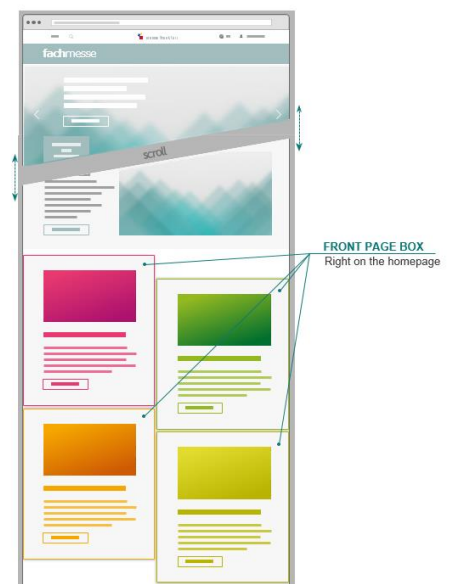
Add-ons: additional services in the exhibitor and product search on the fair website

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.

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
RMB 4,000	RMB 2,000	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 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




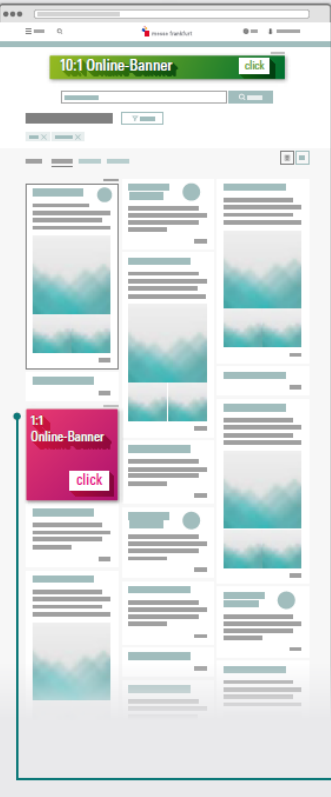
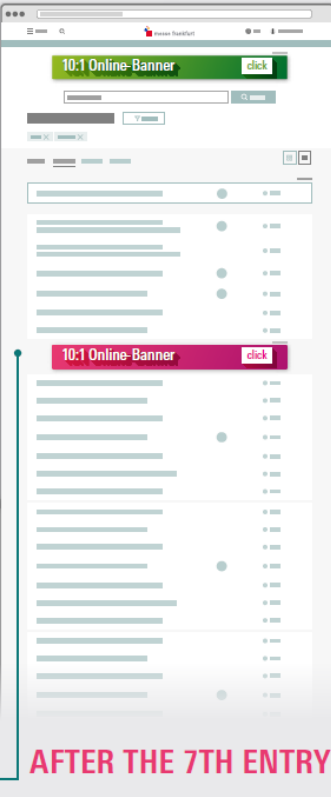
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Digital exposure – online platform

Online banners

The fair's official website www.il-china.com is an exclusive spot to draw attention from all attendees. Your advertising message will be delivered promptly and remained potently in audience's mind.

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

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