

# 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

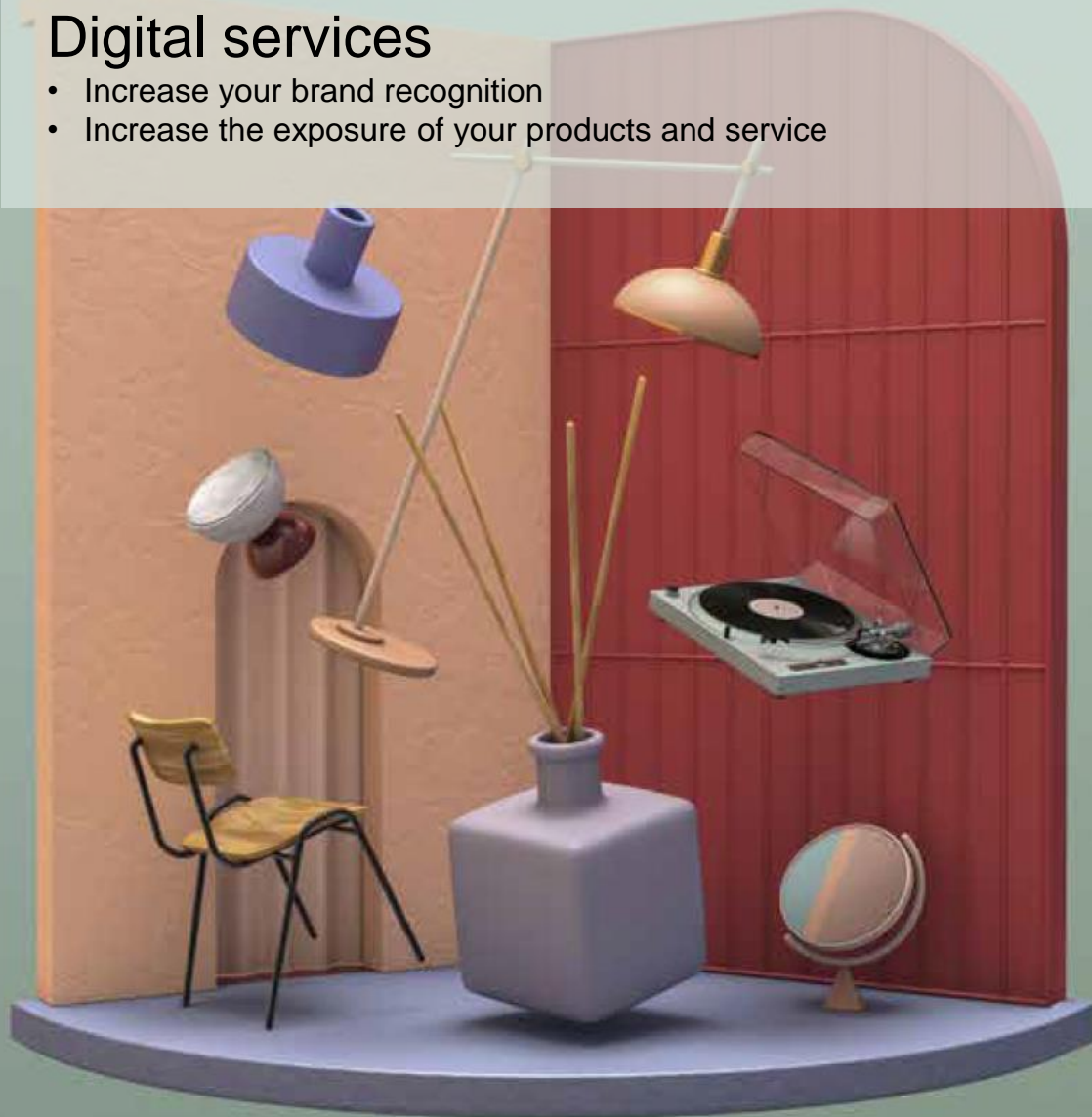
**16–18.9.2021**

Shanghai Exhibition Centre

[www.il-china.com](http://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 will receive a basic media package which includes displays of company name, booth number and product group on the “Exhibitors & Products” page on the fair’s website [www.il-china.com](http://www.il-china.com). The upgraded media packages (Silver and Gold) allow you 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

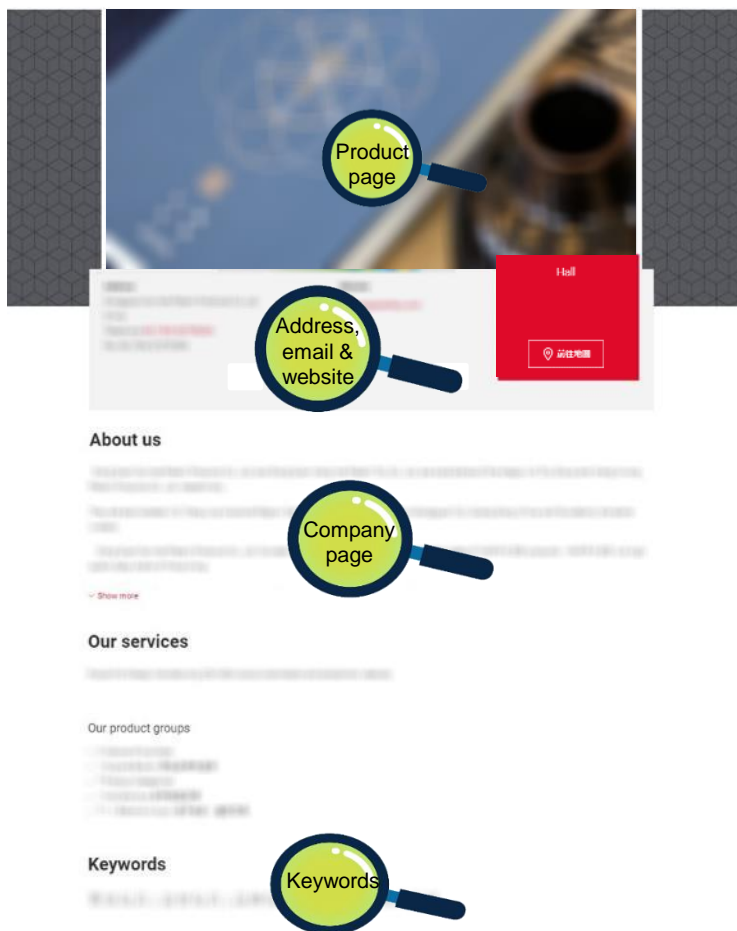
- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 5 product pages (picture & description)
- 5 keywords

#### Exhibitors & products

2019 exhibitor search

← Overview

#### Company Name



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](mailto:digital@hongkong.messefrankfurt.com)

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.

Search Add-Ons

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

**(a) Top Of Search**

**RMB 4,000**

- 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)

**(b) Top Of Category**

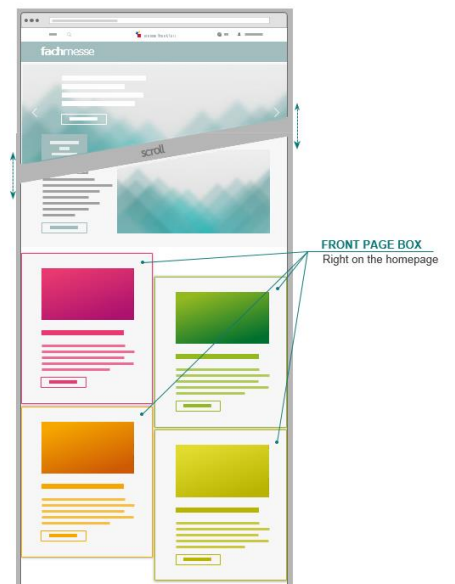
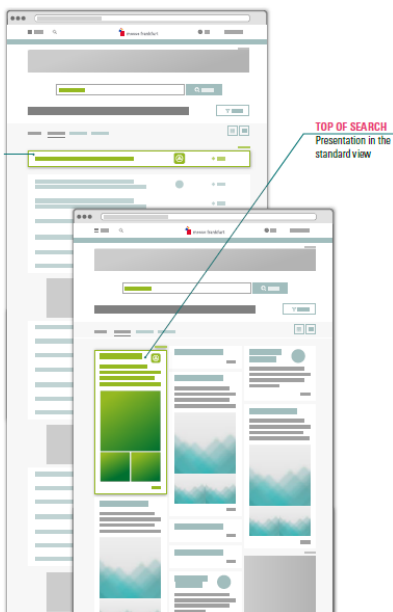
**RMB 2,000**

- 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)

**(c) Front Page Box**

**RMB 4,000**

- The trade fair homepage is the starting point for finding more information on the trade fair.
- 4 limited advertising spaces



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

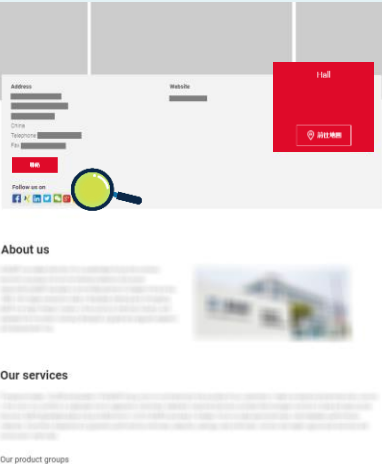
### Link Add-ons

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

(a) Social media link

**RMB 500**

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



The screenshot shows a website footer with a search bar, contact information (Address, Website, City, Telephone, Fax), and social media icons. Below the footer, there are sections for 'About us' and 'Our services' with placeholder text and images.

(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 Celia Rass / Mr Gino Zhao  
Tel: +852 2238 9908 / 2230 9203  
Fax: +852 2519 6800  
Email: digital@hongkong.messefrankfurt.com

## Digital exposure – online platform

### Information Add-ons

Present your brand and various brands to visitors with additional text and images, give your company extra exposure now!

(a) Logo

**RMB 300**

- Give a visual representation of company brand

(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)

(e) Keyword

**RMB 120**

- Exhibitor can be found faster

(b) Product page

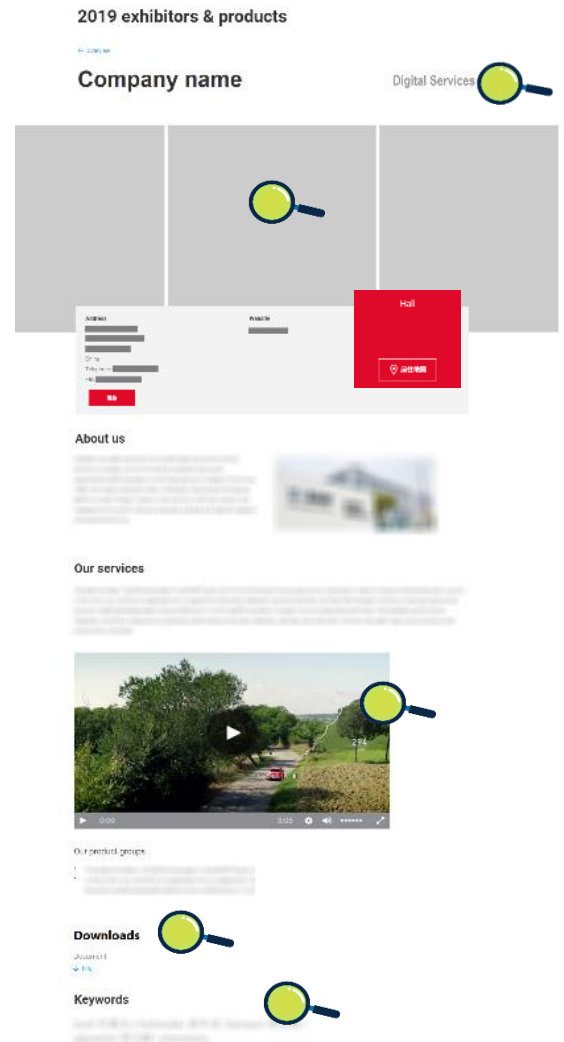
**RMB 500**

- 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)

(d) Document download

**RMB 1,000**


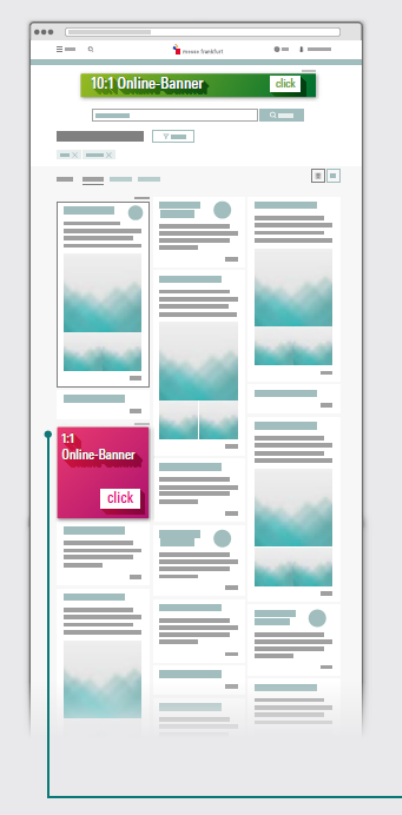
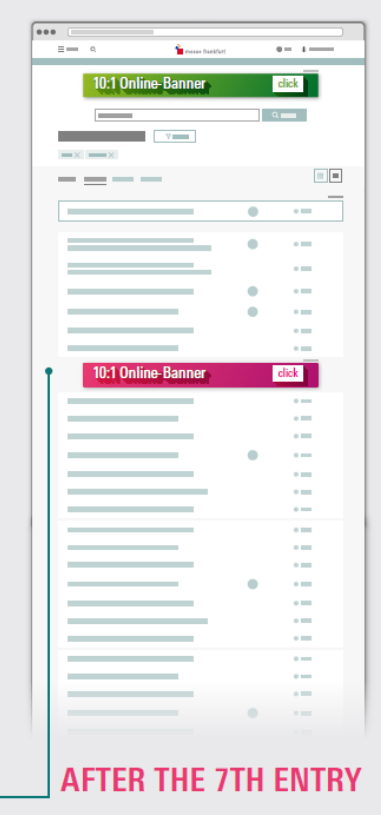
- Attach document such as product catalogue or company magazine in exhibitor profile
- Visitors can save the document



Digital exposure – online platform

Online banners

The fair’s website [www.il-china.com](http://www.il-china.com) is an exclusive spot to draw attention from all attendees. Your advertising message will be delivered promptly and remained potentially 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 7<sup>th</sup> entry</p>
<p>RMB 6,500</p>	<p>RMB 8,000</p>	<p>RMB 5,500</p>
<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> <li>➤ Format: jpg / png</li> </ul>	<ul style="list-style-type: none"> <li>➤ 10:1 (1,140 x 114 px)</li> <li>➤ Format: jpg / png</li> </ul>	<ul style="list-style-type: none"> <li>➤ Grid view 1:1 (500 × 500 px); List view 4:1 (1,140 x 285 px)</li> <li>➤ Format: jpg / png</li> </ul>
		

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](mailto:digital@hongkong.messefrankfurt.com)

Digital exposure – mobile platform

WeChat visitor service account banner

Messe Frankfurt visitor service account (WeChat ID: mf-visitor) provides service for China and international visitors, including the latest trade fair information, pre-registration, customer service and so on.

(a) My account – Visitor registration page

RMB 10,000

- 400 x 100 px
- 1 URL link included



(b) Registration confirmation page

RMB 8,000

- At footer 300 x 75 px or after QR code 748 x 698 px
- 1 URL link included



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

# Application form

Messe Frankfurt (HK) Ltd

Contact Person: Ms Celia Rass / Mr Gino Zhao

Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

Tel: +852 2238 9908

Fax: +852 2519 6800

Item	Price (RMB)	Qty					
D01	Silver Media Package	<input type="checkbox"/>	RMB 900	D02	Gold Media Package	<input type="checkbox"/>	RMB 1,500
<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>				<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>			
Add-ons items (D03 - D05) only can be chosen after joining upgraded media package (D01 or D02)							
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	500				
		b) Product page (picture & descriptions)	500				
		c) Video	500				
		d) Document download	1,000				
		e) Keyword	120				
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 7 <sup>th</sup> entry	5,500				
D07	WeChat visitor service account banner	a) My account – Visitor registration page	10,000				
		b) Registration confirmation page	8,000				
			<b>Total</b>				

**Terms & Conditions:**

- Subject to and conditional upon all sums due and payable by each exhibitor having been fully settled. Search, Information and Link Add-Ons are only available upon purchase of an upgraded media package.
- Application for acceptance as a member at the platform must submit a completed and signed application form with company stamp.
- Full payment should be rendered upon receipt of the invoice, the remittance should be faxed / e-mailed to the Organiser.
- Orders without payment or have not submitted remittance will not be processed.
- Reservation of advertising space will be arranged on a 'first come first served' basis.
- The Organiser is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
- Late arrival will be liable for omission of the advertisement and the cost paid will not be refunded.
- If the exhibitor withdraws his application for whatever reason, after payment received by Organiser, any subscription fee paid will be forfeited.
- Exhibitors are responsible for providing the Organiser with all company logos and materials before deadline, and that all company logos and materials are subject to approval by the Organiser. Details of specification of advertisement or all required materials will be notified to exhibitor once Organiser accepted the application.
- The above order form must be accompanied by full payment to  
Bank of China, Shanghai Branch, Nanjing Road (West) Third Sub-branch  
A/C No.: 448159241206  
A/C Holder: Messe Frankfurt (Shanghai) Co., Ltd  
A/C - Type: US\$  
Swift code: BKCHCNBJ300
- All bank charges are borne by the exhibitor.
- The Organiser reserves the right to decline any advertisement.
- The exhibitor warrants that the information, logo and pictures thereof and the related publicity materials do not in any way whatsoever violate or infringe any third party's rights including trademarks, copyrights, designs, names and patents whether registered or otherwise. The descriptions and photos for fair websites transmitted by the exhibitor may not infringe the rights of third parties either. The exhibitor indemnifies Messe Frankfurt against all claims asserted by third parties in this connection. The Organiser has the right to refuse participation of members found guilty of infringement of intellectual property rights.
- The applicants are also bound by the Online Terms and Conditions, available on the website: [www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk).
- The publication of exhibitor information on the event website starts with the first day of the trade fair, to which the exhibitor has registered, and ends with the exhibitor search of the next event is available.

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