

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



13 – 15.9.2018

Shanghai Exhibition Centre

Digital Services

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



messe frankfurt

Digital exposure – online platform

D01 - D02: Upgraded media package (Silver and Gold)

Each confirmed exhibitor has a Silver Media Package on the official fair website www.il-china.com at “2018 Exhibitor search” webpage. More product pages and keywords are included in Gold Media Package. Upgraded media package allows to enhance the advertising opportunities at little expense to draw attention from professional buyers.

D01: Silver Media Package	D02: Gold Media Package
RMB 900 (free of charge this year)	RMB 1,500
<ul style="list-style-type: none"> ➤ Company name ➤ Booth number ➤ Product group ➤ Online logo ➤ Correspondence address ➤ Email & website ➤ 1 company page (picture & description) ➤ 1 product page (picture & description) ➤ 3 keywords 	<ul style="list-style-type: none"> ➤ Company name ➤ Booth number ➤ Product group ➤ Online logo ➤ Correspondence address ➤ Email & website ➤ 1 company page (picture & description) ➤ 5 product pages (picture & description) ➤ 5 keywords

2017 Exhibitor search

Back to the results | New search →

ALMA Cookware

Address
Via DEGLI ARTIGIANI,21
24040 FORNOVO SAN GIOVANNI
Italy
Hall C2 Booth C2007

Get to know us

- About us
- Our spectrum of services
- Our product groups
- Our products
- Key words of this exhibitor presentation

About us
ALMA, S.r.l. - is one of the important producers of non-stick cookware in Italy. Our products are known ...

Our spectrum of services
We specialize in the production of non-stick aluminium cookware, both under our ALMA COOKWARE brand, under a private label, by the customer's request.

Our product groups

- 1.5 Cutlery, knives, choppers and accessories
- 1.6 Cookware

Our products
MILANO line
Milano is a New Line of ALMA COOKWARE in conic aluminium. FASHION PASSES BUT ...

Key words of this exhibitor presentation
cookware, aluminium, frypan, wok, italy

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

D03: Search Add-ons

Visitors will see you immediately with these add-ons, make use of limited advertising space to 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)

2017 Exhibitor search New search

3 Results for "turkey" 3 further hits in Chinese (China)

Related search terms: Turkic , Turkey , turned

Limit search results

- + by extended filter criterion
- + by product group

Sorted by: Relevanz

Zhejiang Songtian Automotive Motor System Co Ltd

Zhejiang Songtian Automotive Motor System Co., Ltd. formed in 1993, is a well-known privately owned Company. We have set...

Hall 3 Stand K44

Radiator Cooling fan
... Denmark, Turkey, Dubai, America, Mexico and Brazil. Product specifications
Mail...
...further products

Profile and search optimisation

Your Exhibitor Profile in the Exhibitor and Product Search

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

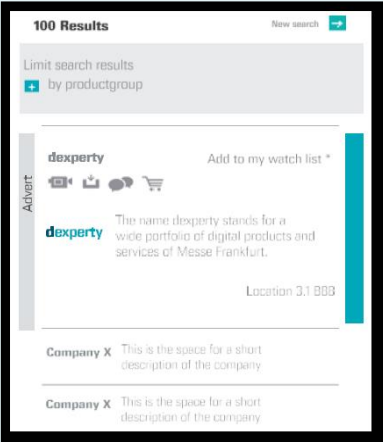


Digital exposure – online platform

(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)

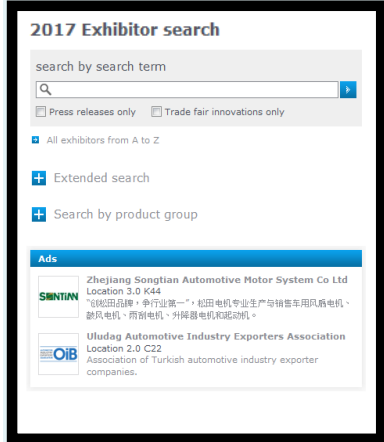


The screenshot shows a search results page with '100 Results' and a search filter set to 'by productgroup'. The top result is for 'dexparty', which is highlighted with a blue bar on the left. Below the main result, there are two placeholder boxes for 'Company X'.

(c) Top Box

RMB 3,000

- Your entry will appear on the landing page of the exhibitor and product search
- Eye-catching placement of your information and products – linked to your exhibitor profile
- 25 limited advertising spaces – 5 top boxes are displayed in rotation



The screenshot shows a search page titled '2017 Exhibitor search'. It features a search bar, filters for 'Press releases only' and 'Trade fair innovations only', and a list of exhibitors. The first exhibitor, 'Zhejiang Songtian Automotive Motor System Co Ltd', is highlighted with a blue bar, indicating a top box placement.

(d) Keywords

RMB 120 / keyword

- Enter additional keywords, under which you can be found faster
- The keywords are taken into consideration in the full text search

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



Digital exposure – online platform

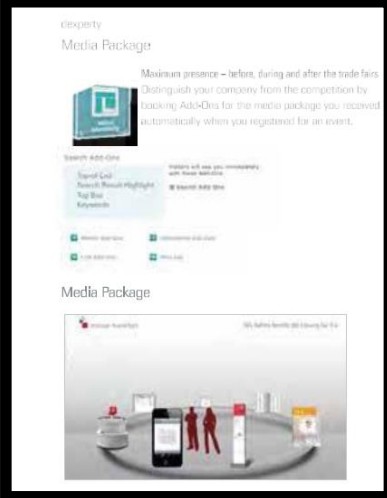
D04: Information Add-ons

Present your brands to visitors with additional texts and images, give your company some extra exposure now!

(a) Video

RMB 300

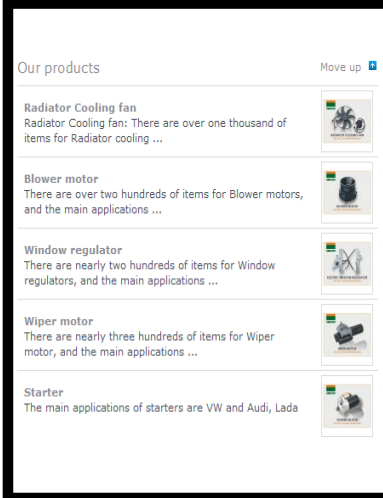
- Show videos in your company profile in the fair website's exhibitor search
- All popular video formats are supported / aspect ratio 16:9 and 4:3 / featured video length up to 5 minutes (longer videos upon request)



(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) and 1 keyword



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



Digital exposure – online platform

D05: Link Add-ons

Redirect visitors to your web pages and other internet profiles, show what you can offer!

(a) Shop link	(b) Social media link	(c) Product direct link
RMB 500 / link	RMB 500 / link	RMB 500 / link
<ul style="list-style-type: none"> ➤ Link to your online shop ➤ 1 link is available per exhibitor 	<ul style="list-style-type: none"> ➤ Add icons and links to your social media profiles at: Xing, LinkedIn, YouTube, Facebook, Twitter, Google+, Weibo, Pinterest, Instagram, Wechat ➤ 1 link is available per network ➤ For up to 10 links 	<ul style="list-style-type: none"> ➤ Redirect customers to your website

You'll find us on the following networks:

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

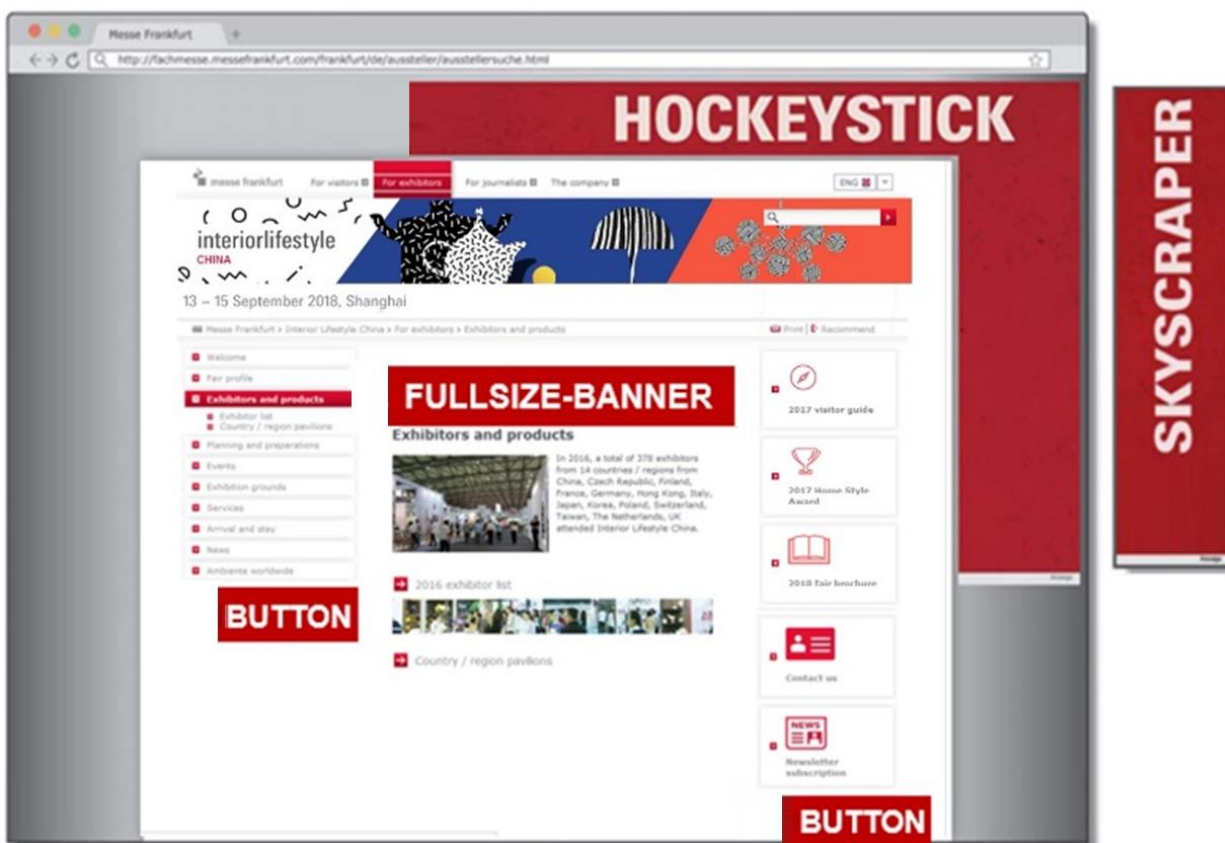


Digital exposure – online platform

D06: Online banner

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.

Deadline: 17 August 2018



	Banner location	Dimension	Price (RMB)
Exhibitors and products page (5 rotations)	(a) Hockeystick	728 x 90 + 160 x 600 px	14,000
	(b) Fullsize	468 x 60 px	8,400
	(c) Button	175 x 69 px	4,060
	(d) Skyscraper	160 x 600 px	7,000

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



Digital exposure – online platform

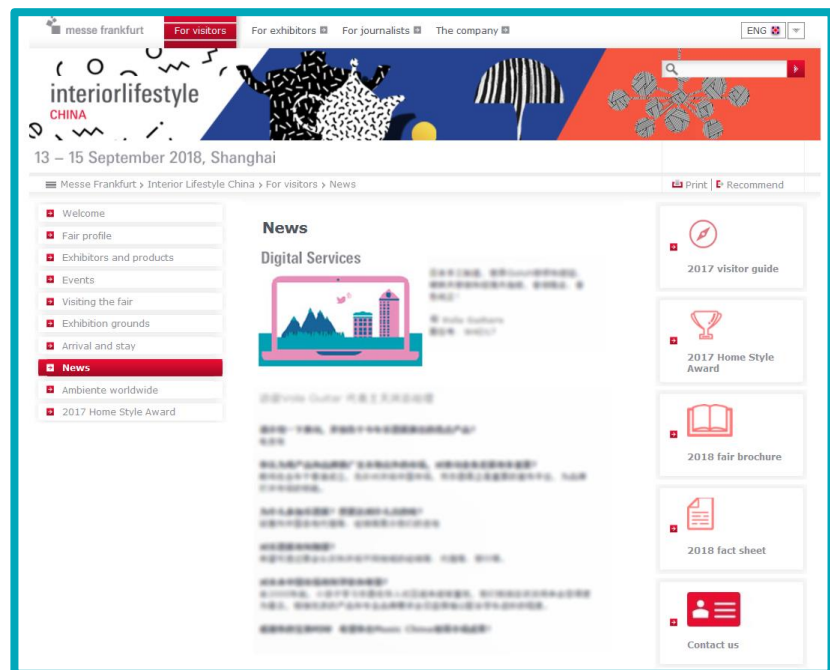
D07: Official fair website – News

Announce your company news in the “News” section of the official show website. The peak traffic of the official website usually starts one month before the show. Grab this golden timing to promote your company and products to buyers in the “News” section.

D07: Official fair website – News

RMB 2,800

- Introduce company information by text
- 1 company link is available
- Limited quota (first-come, first-served)



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



Digital exposure – onsite platform

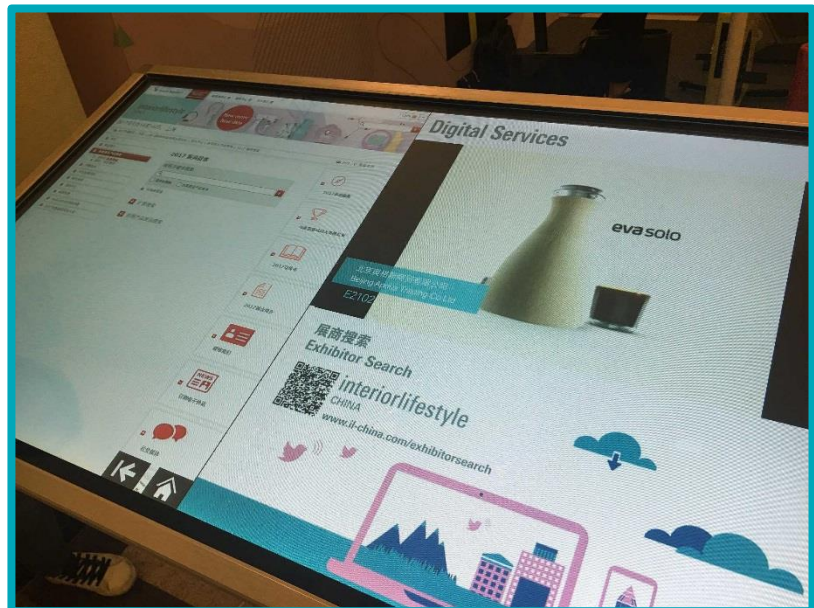
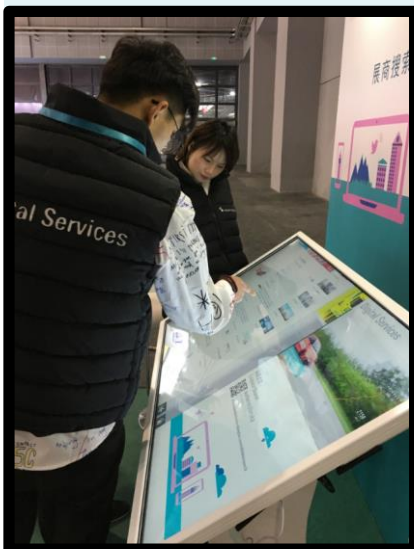
D08: Onsite touch screen

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.

D08: 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)



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



Digital exposure – onsite platform

D09: Outdoor LED display

A LED display is set up outside at the north of the exhibition hall. Not only visitors but also public can see this attractive large screen.

D09: Outdoor LED display

RMB 20,000 / day

- 4m (height) x 12m (width)
- Support picture and animation
- Limited quota, final confirmed by organiser



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



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

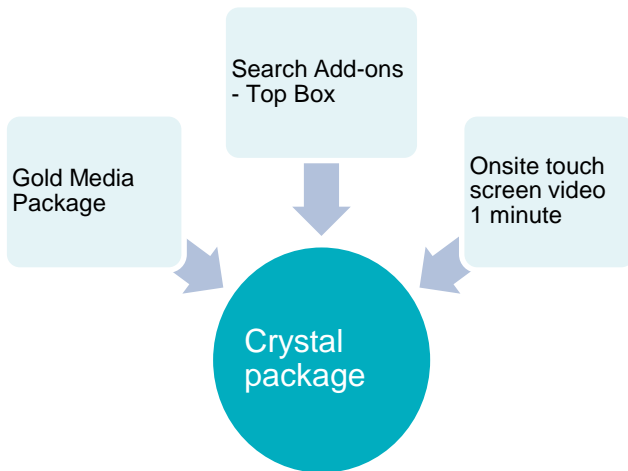


Please contact us:
Messe Frankfurt (HK) Ltd
Contact Person: Ms Celia Rass / Mr Gino Zhao
Tel: +852 2238 9908
Fax: +852 2519 6800
Email: digital@hongkong.messefrankfurt.com



Digital exposure – package offer (early bird)

D11: Crystal package



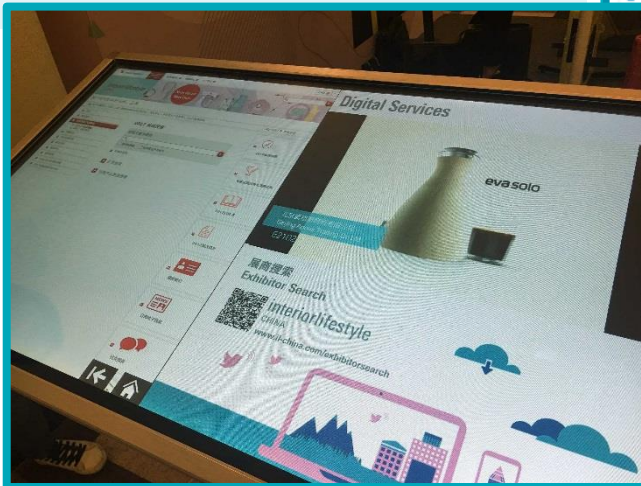
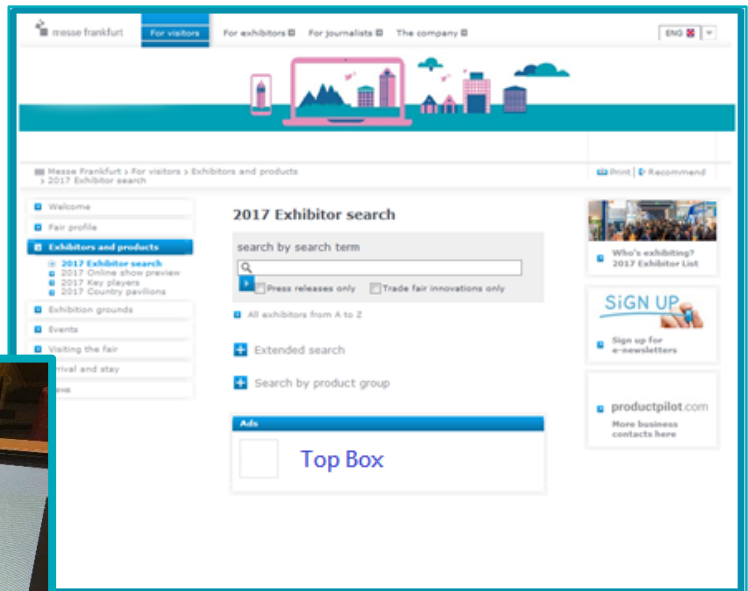
To promote your company comprehensively, Crystal package is now offered at a lower price with more services.

D11: Crystal package

Original price RMB 7,000
→ Package price RMB 3,200

- Gold Media Package
- Search Add-ons – Top Box
- Onsite touch screen video 1 minute

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



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



Digital exposure – package offer (early bird)

D12: Pearl package

D12: Pearl package

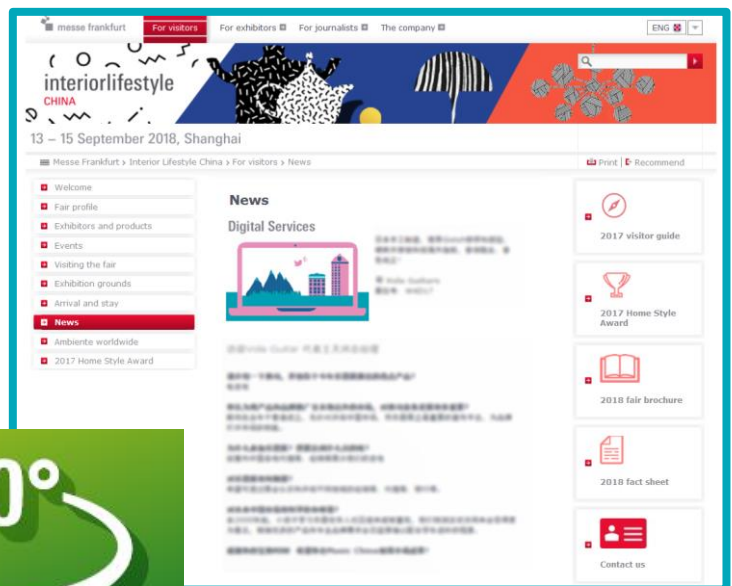
Original price RMB 7,000
→ Package price RMB 3,800

- Gold Media Package
- 360° trade fair stand panorama (3 shots + 3 picture descriptions)
- Official website – News



Gold Media Package

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



Please contact us:
Messe Frankfurt (HK) Ltd
Contact Person: Ms Celia Rass / Mr Gino Zhao
Tel: +852 2238 9908
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

Tel: +852 2238 9908
Fax: +852 2519 6800

D01	Silver Media Package	D02	Gold Media Package		
<ul style="list-style-type: none"> Company name Booth number Product group Online logo Correspondence address Email & website 1 company page (picture & description) 1 product page (picture & description) 3 keywords 	Free	<ul style="list-style-type: none"> Company name Booth number Product group Online logo 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) Top Box	3,000		
		d) Keyword	120		
D04	Information Add-ons	a) Video	300		
		b) Product page (picture & descriptions)	500		
D05	Link Add-ons	a) Shop link	500		
		b) Social media link	500		
		c) Product direct link	500		
Below items (D06 - D12) can be ordered <u>separately</u>					
D06	Online banner	a) Hockeystick	728 x 90 + 160 x 600 px	14,000	
		b) Fullsize	468 x 60 px	8,400	
		c) Button	175 x 69 px	4,060	
		d) Skyscraper	160 x 600 px	7,000	
D07	Official fair website	News		2,800	
D08	Onsite touch screen video	30 seconds		1,800	
		50 seconds		2,500	
D09	Outdoor LED display	1 day		20,000	
D10	360° trade fair stand panorama	**From RMB1,000, please contact the organiser for price**			
D11	Crystal package	Gold Media Package + Top Box + Onsite touch screen video 1 minute		3,200	
D12	Pearl package	Gold Media Package + 360° trade fair stand panorama (3 shots + 3 picture descriptions) + Official fair website – News		3,800	
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:

1. 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.
2. Application for acceptance as a member at the platform must submit a completed and signed application form with company stamp.
3. Full payment should be rendered upon receipt of the invoice, the remittance should be faxed / e-mailed to the Organiser.
4. Orders without payment or have not submitted remittance will not be processed.
5. Reservation of advertising space will be arranged on a 'first come first served' basis.
6. The Organiser is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
7. Late arrival will be liable for omission of the advertisement and the cost paid will not be refunded.
8. If the exhibitor withdraws his application for whatever reason, after payment received by Organiser, any subscription fee paid will be forfeited.
9. 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.
10. 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
11. All bank charges are borne by the exhibitor.
12. The Organiser reserves the right to decline any advertisement.
13. 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.
14. The applicants are also bound by the General Terms and Conditions, available on the website: www.messefrankfurt.com.hk.
15. 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.