

interiorlifestyle
CHINA

12 – 14 September 2025
Shanghai Exhibition Centre

Better life
starts here

Digital Services

www.il-china.com



Organiser:



messe frankfurt



联亚国际展览集团
UNITED ASIA INTERNATIONAL EXHIBITION GROUP

小红书

Exclusive cooperation platform

Digital content – media package

Upgraded media package

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). The upgraded media packages (Silver and Gold) allow you to enhance the advertising opportunities by drawing additional attention from professional buyers.

D01 Silver Media Package

Free offer (valued at 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 1,600

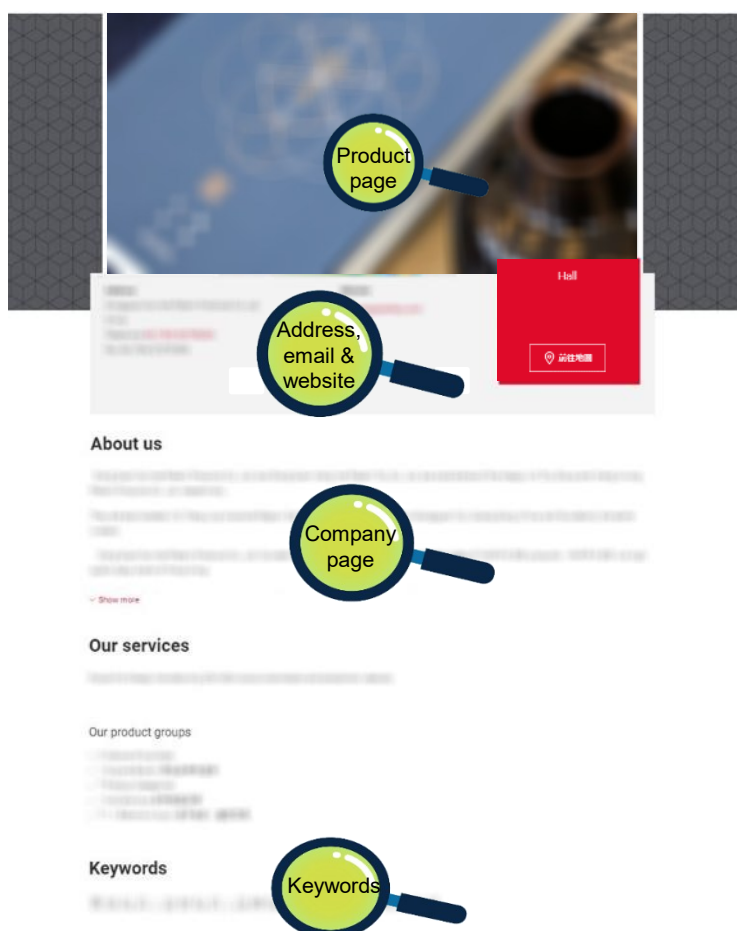
- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 5 product pages (picture & description)
- 5 keywords
- 1 social media link
- 1 document download
- 1 video

Exhibitors & products

2025 Exhibitor search

[← Overview](#)

Company Name



Please contact us:
Messe Frankfurt (HK) Ltd
Contact: Ms Wendy Lip / Ms Serena Chen
Tel: +852 2230 9247 / +86 21 6160 8442
Fax: +852 2519 6800
Email: digital@hongkong.messefrankfurt.com

Digital content – media mix add-ons

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, which increase your visibility!

(a) Top Of Search	(b) Top Of Category	(c) Front Page Box
RMB 4,000	RMB 2,000	RMB 5,000
<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

TOP OF SEARCH
Presentation in the standard view

TOP OF CATEGORY
Presentation in the standard view

FRONT PAGE BOX
Right on the homepage

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Digital content – media mix add-ons

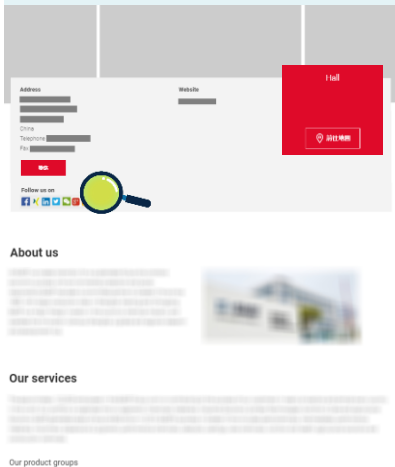
D04 Link add-ons

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, Weibo, Pinterest, Instagram
- For up to 7 links



The screenshot shows a website layout with a contact form at the top, social media icons, and a magnifying glass icon. Below the form, there are sections for 'About us' and 'Our services'.

(b) Shop link

RMB 500

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

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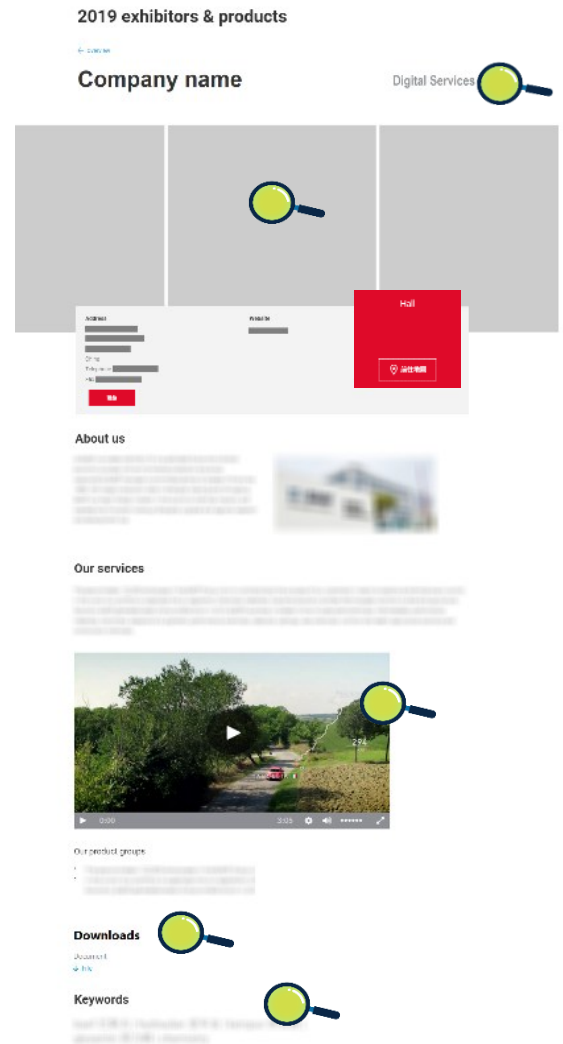
Digital content – media mix add-ons

D05 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
<ul style="list-style-type: none"> Give a visual representation of company brand
(c) Video
RMB 800
<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> Exhibitor can be found faster

(b) Product page
RMB 500
<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 Includes 1 photo and product information in both Chinese and English (2,500 characters each)
(d) Document download
RMB 1,000
<ul style="list-style-type: none"> Attach document such as product catalogue or company magazine in exhibitor profile Visitors can save the document



Digital content – media mix add-ons

D06 KOC content promotion package

At Messe Frankfurt, we recognise the significance of influencer marketing for our exhibitors, as it helps promote their products and services effectively. The Digital Services is launching this new package with influencers to boost brand awareness and promote sales.



ILC 2025 “Pop-up Exploring Tour” KOC content promotion package

RMB 2,500

- Included: the upgraded gold media package(valued at RMB 1,600)
- A 3-minute on-site explainer video shot by KOC, showcasing the exhibitor’s products with entertaining narratives. The content will be promoted to:
 - (i) The enterprise information page on the fair’s website
 - (ii) The official WeChat account of Messe Frankfurt Digital Business



The digital team will arrange the Pop-up Exploring Tour through cooperation with the trade fair team during ILC 2025 to exhibitors.

This tour will deliver a 3-min introduction about the key products the respective exhibitors offer, by onsite shooting and professional demonstration.

We aim to present the products/ brands vividly with an impression of personal touch, to pique customer interest and get people talking.

Digital team will promote this engaging content through Media Matrix to the end users.

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Digital content – media mix add-ons

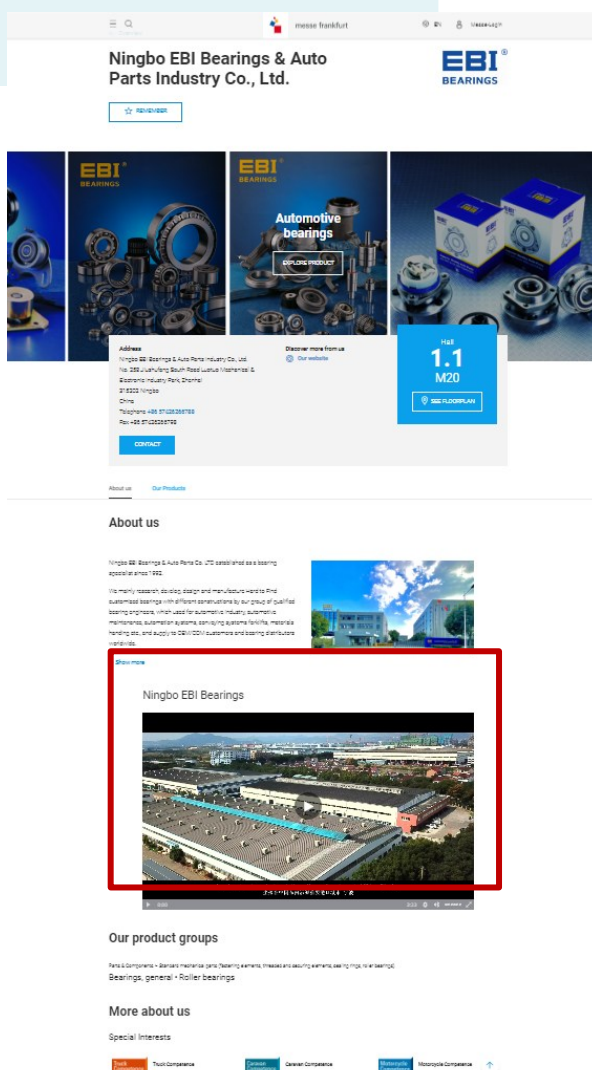
ILC 2025 “Pop-up Exploring Tour” KOC content promotion package

The fair’s website (www.il-china.com) and the official WeChat account of Messe Frankfurt Digital Business Service Platform cater to audiences in China and worldwide, delivering centralized Exposure before and after the event. They precisely target WeChat-using audience segments, positioning your brand as the exhibition’s focal point.



(a) Fair’s website enterprise information page video

- The video runs approximately 3 minutes,
- Focusing on a detailed introduction to the enterprise’s products.



(b) Messe Frankfurt Digital Business WeChat official account video

- The video runs approximately 3 minutes,
- Focusing on a detailed introduction to the enterprise’s products.




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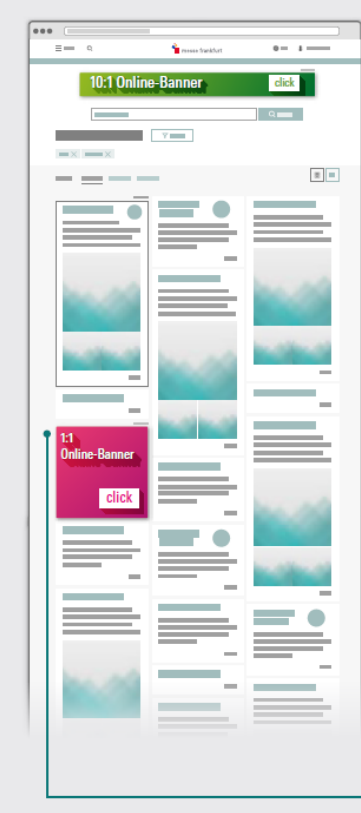
Digital reach – online advertisement

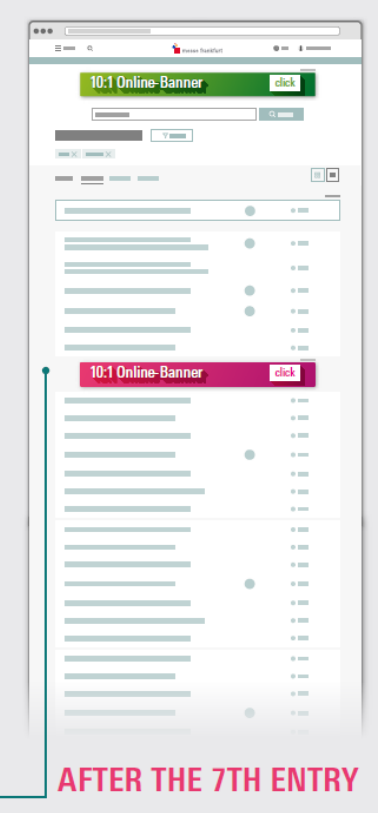
D07 Online banners

The fair's 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.

(a) Online banner at homepage	(b) Online banner at exhibitor search – under the header	(c) Online banner at exhibitor search – after the 7 th entry
RMB 7,500	RMB 10,500	RMB 6,500
<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 x 500 px); List view 4:1 (1,140 x 285 px) ➤ Format: jpg / png







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Application form 2025

Deline: [12 August 2025](#)

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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 		Free offer (valued at 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 1 social media link 1 document download 1 video 		RMB 1,600	
Item					Price (RMB)	Qty
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	5,000			
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	800			
		(d) Document download	1,000			
		(e) Keyword	120			
D06	KOC content promotion package	(a) Fair's website enterprise information page video	2,500			
		(b) Messe Frankfurt Digital Business WeChat official account video				
D07	Online banner	(a) At homepage 4:1	7,500			
		(b) At exhibitor search – under the header 10:1	10,500			
		(c) At exhibitor search – after the 7 th entry	6,500			
Total						

Application form 2025

Deadline: **12 August 2025**

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Terms and Conditions:

1. The total amount shall be due prior to the provision of the service by the organisers immediately upon receipt of the payment notice.
Bank: 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
2. All bank charges are borne by the exhibitors / advertisers.
3. Reservation of advertisement space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers.
4. The organisers reserve the right to decline any advertisement application.
5. The use of the provided advertising media for trade shows and events that considered competitive events of the organisers is not authorised.
6. 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.
7. The organisers are not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
8. 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.
9. 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.
10. 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.
11. The locations of advertising media are subject to actual situation onsite and the organisers reserve the right to make deviations if necessary.
12. In case that advertising media provision cannot be realized because of late submission of artwork by customer, the advertising fee is not refundable.
13. 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.
14. Exhibitors have to settle the payment before the date written on the invoice / payment notice. The organisers reserves the right not to provide corresponding advertising services if the payment is not on time.
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, the rules and regulations are bound by the General Terms and Conditions (which are available at organisers'website, [please click here for details](#), information as of 11 February 2025). Upon this signed application, clients agree to comply with both the General Terms and Conditions, as well as the terms and conditions
16. In case of any disputes, the organisers reserve the right of final decision.
17. The above onsite advertising pictures are provided by Shanghai Exhibition Centre and for reference only.
The real object should be considered as final.

We hereby agreed to abide by the terms & conditions outlined in the Interior Lifestyle China 2025 Digital Services application form.

Company name: _____ Contact person : _____

E-mail : _____ Tel / Cell phone :(_____) _____ Fax :(_____) _____

Signature (with company stamp) : _____ Booth No. : _____ Date : _____