

**Business exchange
Trade investment
Industry and
education integration**



CAPAS

CHENGDU

Chengdu international trade fair for automotive parts and aftermarket services

www.capas-chengdu.com

16 – 18.5.2024

Chengdu Century City New International Exhibition & Convention Center, China

Digital Exposure Opportunities

Omni-channel digital reach
Precise digital targeting



Digital exposure – online platform

D01 – D02: Upgraded media package

Each exhibitor will receive a free Silver Media Package in which their company's online presentation will be displayed in the "Exhibitor & products" section on the fair's official website www.capas-chengdu.com. The Upgraded Gold Media Package enhances from the Silver Media Package at little expense, allowing you to draw more attention from professional buyers.

D01: Silver Media Package

Free offer

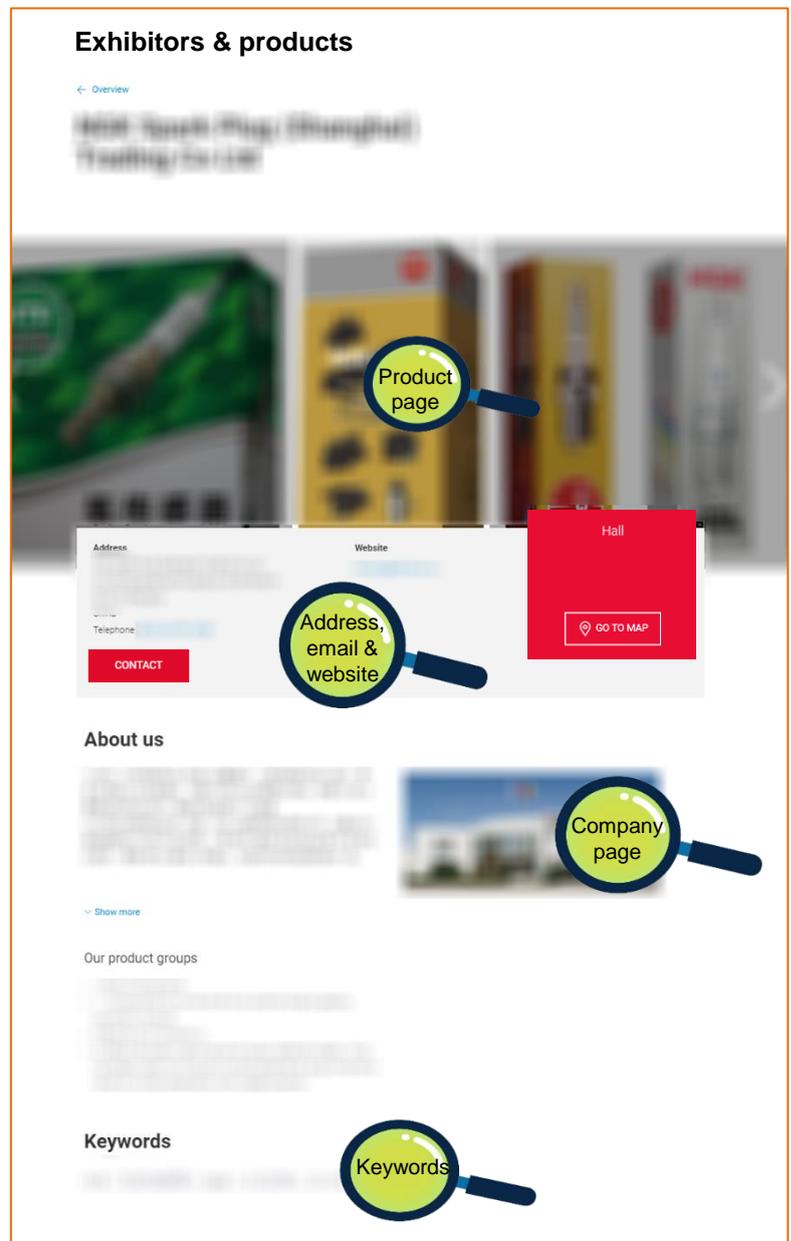
- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 1 product page (picture & description)
- 3 keywords

D02: Upgrade Top-up Digital Package

(a) Top-up Digital Package I (item 1 & 2, RMB 1,500)

(b) Top-up Digital Package II (item 1 & 3, RMB 3,500)

- 1) Gold Media Package
 - Company name
 - Booth number
 - Product group
 - Correspondence address
 - Email & website
 - 1 company page (picture & description)
 - 5 product pages (picture & description)
 - 5 keywords
- 2) VR product link
- 3) Front page box on CAPAS website



Digital exposure – online platform

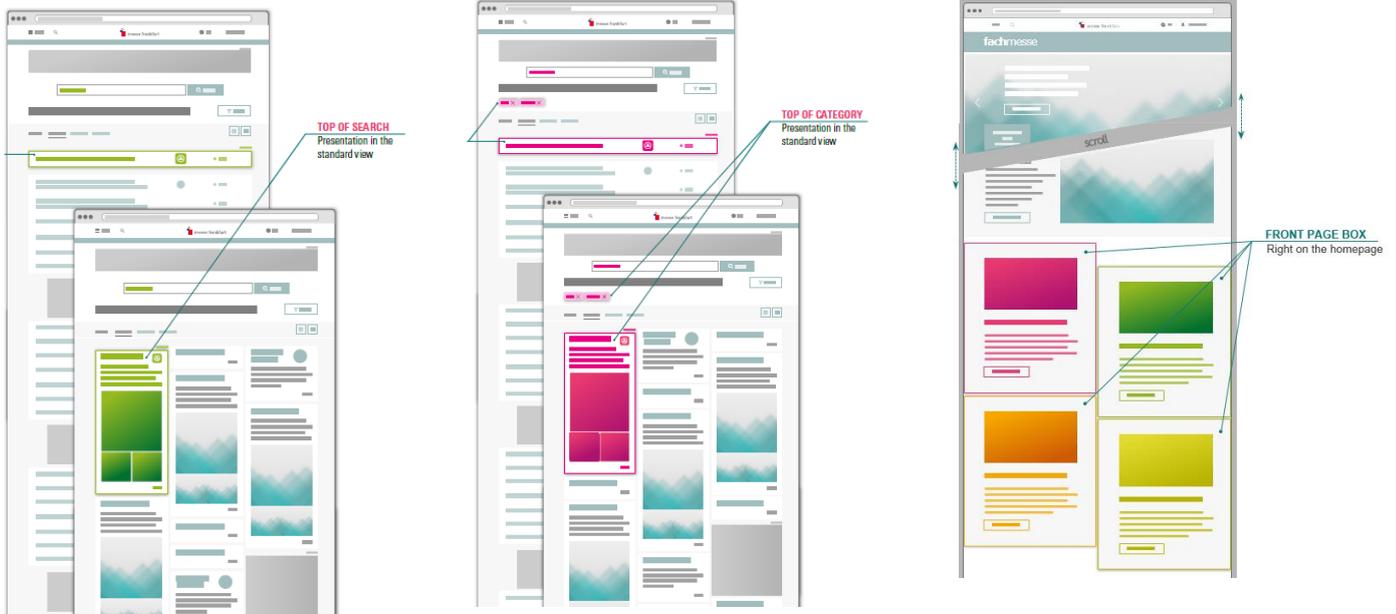
Add-ons: additional services in the exhibitor and product search on the fair website

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 and 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 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



Please contact us:
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Digital exposure – online platform

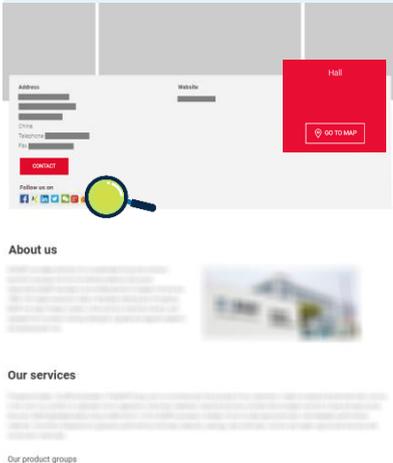
D04: Link Add-ons

Visitors can access your online shop and social media platform 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 interface with a contact form on the right containing fields for Address, Website, City, Telephone, and Fax, along with a 'CONTACT' button and a 'GO TO MAP' button. Below the form are social media icons for Facebook, Weibo, and others. The main content area includes sections for 'About us', 'Our services', and 'Our product groups' with placeholder text and images.

(b) Shop link

RMB 500

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

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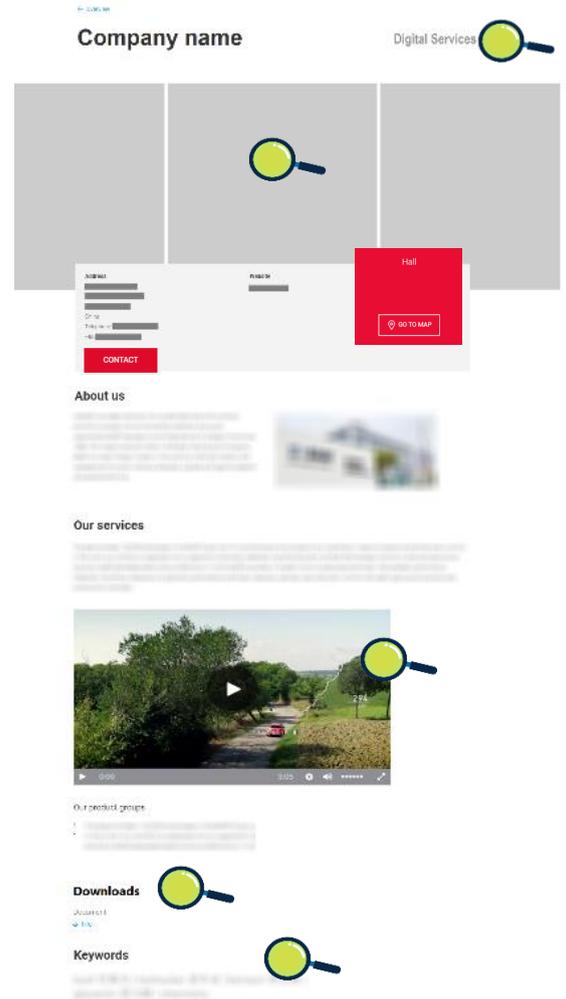
Digital exposure – online platform

D05: Information Add-ons

Visitors will see more content in your company presentation, which increase your visibility!

(a) Logo
RMB 300
<ul style="list-style-type: none"> ➤ Give a visual representation of company brand
(c) Video
RMB 500
<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 ➤ Format: pdf



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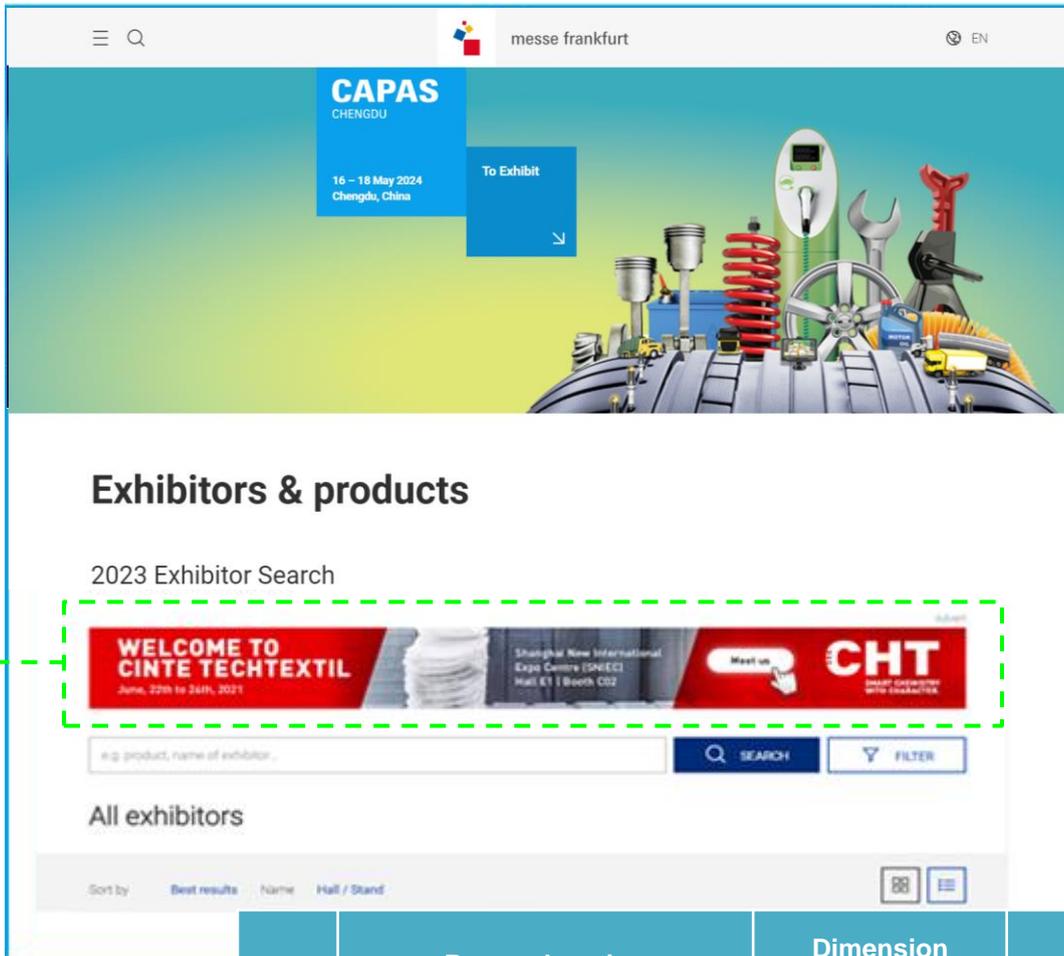
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Digital exposure – online platform

D06: Online banners

The website of Chengdu International Trade Fair for Automotive Parts and Aftermarket Services www.capas-chengdu.com offers an exclusive spot to draw the attention from all attendees. Grab this golden advertising opportunity in no time!



	Banner location		Dimension Width × Height	RMB
(a)	Homepage Placement of the first banner after approx. 30% or 60% of the page height (3 rotations)	4:1	1,140 × 285 px	5,300
(b)	Exhibitors and products page (3 rotations)	10:1	1,140 × 114 px	7,500

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Digital exposure – Lead generation

D07: Targeted lead generation

(a) Cross-exhibition promotion model – Cost per Delivery

Exhibitors provide products or brand promotional content to be delivered to target audience via WeChat, email or SMS.

(b) In-show promotion model – Cost per Visitor

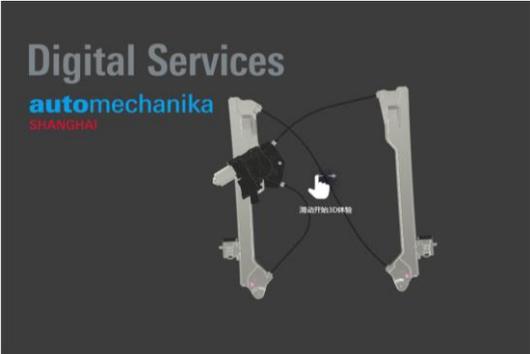
Match exhibitors' product categories with buyers' sourcing needs, and reach out matched registered buyers through Messe Frankfurt's database and channels – invite potential buyers to register for an online meeting with exhibitors or visit their booths in person.

(a) Cost per Delivery	(b) Cost per Visitor
<p>Basic plan: RMB 1,500 (including 15,000 delivery points from organizer's visitor database)</p>	<p>Basic plan: RMB 1,500 (including 150 delivery points from organizer's visitor database)</p>
<p>Additional delivery Per 1,000 extra delivery points: RMB 100</p> <p><i>For SMS, an extra fee of RMB 300 will be charged per 1,000 SMS sent</i></p>	<p>Additional delivery Per each (1) data set: RMB 10</p> <p><i>No more than 1,000 visitors per product category; Total number of visitors for promotion not exceeding 10,000</i></p>
<p>Delivery channels (select one of the following options):</p> <ul style="list-style-type: none"> ➤ WeChat <ul style="list-style-type: none"> Official (法兰克福展览观众服务) or Service accounts ➤ e-DM ➤ SMS <p><i>* Separate arrangement to be discussed if select more than one delivery channel</i></p> <p>Promotion aims at driving traffic to exhibitors' websites, social media, live video streaming, etc. If any collection of personal information or meeting invitations is included, individual arrangements will need to be made.</p>	<p>Promotional channels (including all of the followings):</p> <ul style="list-style-type: none"> ➤ Telemarketing x 1 ➤ WeChat x 1 <ul style="list-style-type: none"> Official (法兰克福展览观众服务) or Service accounts ➤ e-DM x 2 ➤ SMS x 2 <p>Promotion targets to invite buyers to meet with exhibitors online or on-site, and the organizer will follow up with the invited visitors to visit your booths or meet with you online.</p>

Digital exposure – fair’s websites & mobile app

D08: Virtual Reality product and booth panorama

Your product and booth can be presented virtually to the audience.

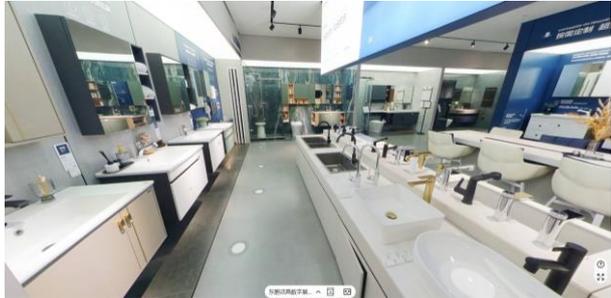
(a) 3D product demonstration	(b) Virtual Reality onsite booth panorama
<p>RMB 500</p>	<p>RMB 1,000</p>
<ul style="list-style-type: none"> ➤ If a 3D product link is provided by client, RMB 200 will be charged instead ➤ A product image with 360° or 720° rotation is displayed on the exhibitor’s company page ➤ File format: stp、stl、fbx <p>Reference: https://hub.realibox.com/public/2373973928313880666</p>	<ul style="list-style-type: none"> ➤ A production crew will be arranged to take onsite shooting of the booth at the fairground ➤ Product or model images will be provided by client for reference <p>Reference: https://show.3dnest.cn/work/index.html?work_id=DoweXisJ2U4</p>
	

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Digital exposure – fair’s websites & mobile app

D08: Virtual Reality product and booth panorama

Exhibitors can display their products with 3D effect in the VR booth or factory for demonstration. Audience can visualize the product images such as the parts or components in different angles.

<p>(c) Virtual Reality booth panorama</p> <p>RMB 8,800</p> <ul style="list-style-type: none"> ➤ If a VR booth link is provided by client, RMB 1,000 will be charged instead ➤ VR booth will be created upon exhibitor’s own selection among the booth templates as provided <p>Reference: https://3dexpo.fancy-xr.net/#/?uas=1&companyUserId=6455e61a0fea3830498dde13_metapchall</p>  	<p>(d) Virtual Reality transparent factory</p> <p>RMB 20,000</p> <ul style="list-style-type: none"> ➤ If a VR factory link is provided by client, RMB 1,000 will be charged instead ➤ VR factory panorama will be newly shown on CAPAS website so as to enhance the online exposure of exhibitor’s factory ➤ For factory which is located far away, a transportation fee will be involved, please contact the organisers for details <p>Reference: https://beyond.3dnest.cn/play/?m=66cb0338_ZEzV_b6f9</p>  
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Application form

D02(a)	Top-up Digital Package I <input type="checkbox"/>		D02(b)	Top-up Digital Package II <input type="checkbox"/>	
<ul style="list-style-type: none"> Company name Booth number Product group Correspondence address Email & website 1 company page (picture & description) 5 product page (picture & description) 5 keywords VR product link 		RMB 1,500	<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 Front page box on CAPAS website 		RMB 3,500
After joining upgraded media package (D02(a) or D02(b)), add-ons items D03 – D05 can be chosen					
Item			Price (RMB)	Qty	
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		
D06	Online banner	(a) At homepage 4:1	5,300		
		(b) At exhibitor search – under the header 10:1	7,500		
D07	Targeted lead generation	(a) Cost per Delivery: first 15,000 delivery points Delivery channel (please choose one): <input type="checkbox"/> WeChat <input type="checkbox"/> e-DM <input type="checkbox"/> SMS	1,500		
		Additional delivery (per 1,000 delivery)	100		
		Additional delivery – if choose SMS, extra fee on sending SMS (per 1,000 SMS sent)	300		
		(b) Cost per Visitor: first 150 delivery points	1,500		
		Additional delivery (per each data set)	10		

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Item		Price (RMB)	Qty
D08	Virtual Reality product and booth panorama	(a) 3D product demonstration	500
		(b) Virtual Reality booth panorama + 3D product (one unit)	1,000
		(c) Virtual Reality booth panorama	8,800
		(d) Virtual Reality transparent factory	20,000
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.
- 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 advertising application form is submitted. The customer is liable for the total amount in that case.
- If exhibitors fail to make payment timely, the organiser reserves the right not to provide corresponding advertising services.
- The total amount shall be due prior to the provision of the service by the organisers immediately upon receipt of the payment notice.
Bank: Bank of China, Shanghai Branch, Nanjing Road (West) Third Sub-branch
USD A/C No.: 448159241206
A/C Holder: MesseFrankfurt (Shanghai) Co., Ltd
Swift code: BKCHCNBJ300
A/C Type: US\$
- All bank charges are borne by the exhibitors / sponsors / advertisers.
- The rules and regulations are bound by the General Terms and Conditions (which are available at <https://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.