

CAPAS

CHENGDU

Chengdu international trade fair for automotive parts
and aftermarket services

21 – 23.5.2020

Chengdu Century City New International Exhibition & Convention Center, China

Digital Exposure Opportunities

Increase your brand recognition

Increase the exposure of your products and service



48,000
sqm



600
Exhibitors



18,916
Visitors*



19 Fringe
events

*2019 visitor data

www.capas-chengdu.com




CCPIT-Auto



messe frankfurt

Digital exposure – online platform

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

Basic media package includes company name, booth number and product groups on the fair's website www.capas-chengdu.com at "Exhibitors & products" webpage. Upgraded Media Packages (Silver and Gold) are now offered to allow a topical full-text search and freely-selectable keywords at little expense.

D01: Silver Media Package

RMB 900

- Basic media package
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 1 product page (picture & description)
- 3 keywords

D02: Gold Media Package

RMB 1,500

- Basic media package
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 5 product pages (picture & description)
- 5 keywords

2019 exhibitors & products

← Overview

2019 Special Package (Shanghai)
Trade Show / Fair / Event



About us

2019 Special Package (Shanghai)
Trade Show / Fair / Event



▼ Show more

Our product groups

2019 Special Package (Shanghai)
Trade Show / Fair / Event

Keywords

2019 Special Package (Shanghai)
Trade Show / Fair / Event



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



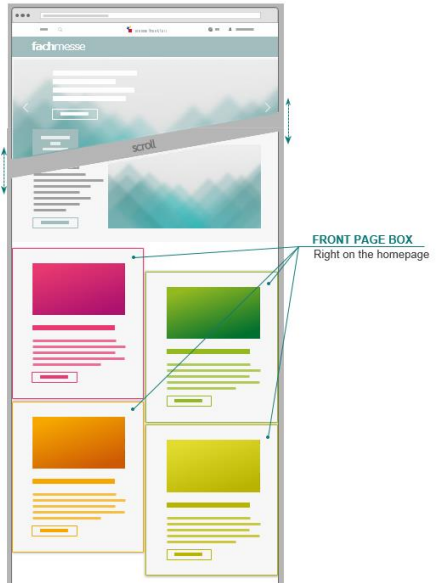
Add-ons: additional services in the exhibitor and product search on the fair website

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: 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

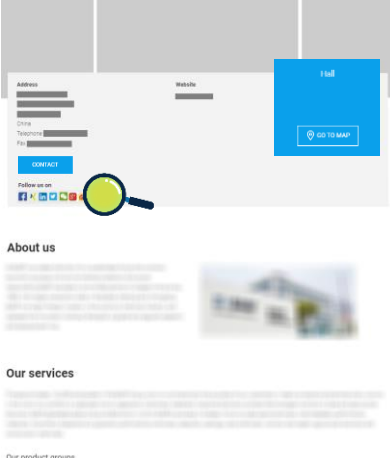
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Digital exposure – online platform

D04: Link Add-ons

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

(a) Social media link	(b) Shop link
RMB 500	RMB 500
<ul style="list-style-type: none"> ➤ Add icons and links to your social media pages at: WeChat, LinkedIn, YouTube, Facebook, Twitter, Weibo, Pinterest, Instagram ➤ For up to 10 links 	<ul style="list-style-type: none"> ➤ 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!

<p>(a) Logo</p> <p>RMB 300</p> <ul style="list-style-type: none"> ➤ Give a visual representation of company brand 	<p>(b) Product page</p> <p>RMB 500</p> <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)
<p>(c) Video</p> <p>RMB 500</p> <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) 	<p>(d) Document download</p> <p>RMB 1,000</p> <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
<p>(e) Keyword</p> <p>RMB 120</p> <ul style="list-style-type: none"> ➤ Exhibitor can be found faster 	



Digital exposure – online platform

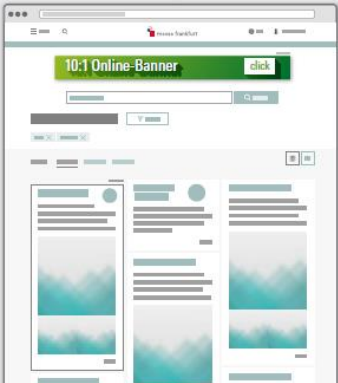
D06: Online banners

The fair's English and Traditional Chinese website www.capas-chengdu.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.

(a) Online banner at exhibitor search – under the header

RMB 7,500

- 10:1 (1,140 x 114 px)
- Format: jpg / png / gif
- 3 rotations



(b) Online banner at homepage

RMB 5,300

- 4:1 (1,140 x 285 px)
- Placement after roughly 1/3 of the page height
- Format: jpg / png / gif
- 3 rotations

30 %



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Digital exposure – mobile platform

D07: 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

- 300 x 75 px
- 1 URL link included



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Application form

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D01	Silver Media Package <input type="checkbox"/>		D02	Gold Media Package <input type="checkbox"/>			
<ul style="list-style-type: none"> Basic media package Correspondence address Email & website 1 company page (picture & description) 1 product page (picture & description) 3 keywords 			RMB 900	<ul style="list-style-type: none"> Basic media package Correspondence address Email & website 1 company page (picture & description) 5 product pages (picture & description) 5 keywords 			RMB 1,500
After joining upgraded media package (D01 or D02), 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 exhibitor search – under the header 10:1	7,500				
		(b) At homepage 4:1	5,300				
D07	WeChat visitor service account banner	(a) My account – Visitor registration page	10,000				
		(b) Registration confirmation page	8,000				
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:

1. Reservation of advertisement space will be arranged on 'first-come-first-serve' basis.
2. The organisers reserve the right to decline any advertisement application.
3. The use of the provided advertising media for trade shows and events that considered competitive events of the organisers is not authorised.
4. 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.
5. The organisers are not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
6. 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.
7. 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.
8. 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.
9. The locations of advertising media are subject to actual situation onsite and the organisers reserve the right to make deviations if necessary.
10. In case that advertising media provision cannot be realized because of late submission of artwork by customer, the advertising fee is not refundable.
11. 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.
12. If exhibitors fail to make payment timely, the organiser reserves the right not to provide corresponding advertising services.
13. 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 JingAn Branch, Nanjing Road
Address:	1377 Nanjing Road (West), Shanghai 200040, China
USD A/C No.:	448159241206
A/C Holder:	Messe Frankfurt (Shanghai) Co., Ltd.
Swift code:	BKCHCNBJ300
14. All bank charges are borne by the exhibitors / sponsors / advertisers.
15. The applicants are also bound by the General Terms and Conditions, available on the website: www.messefrankfurt.com.hk
16. In case of any disputes, the organisers reserve the right of final decision.