

# CAPAS

CHENGDU

Chengdu international trade fair for automotive parts  
and aftermarket services

20 – 22.5.2021

Chengdu Century City New International Exhibition & Convention Center, China

## Digital Exposure Opportunities

Increase your brand recognition

Increase the exposure of your products and service



  
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](http://www.capas-chengdu.com) at “Exhibitors & products” webpage. This year upgraded Silver Media Package is offered for free which enhances exposure and draw attention from professional buyers. In addition, more product pages and keywords are included in the Gold Media Package.

**D01: Silver Media Package**

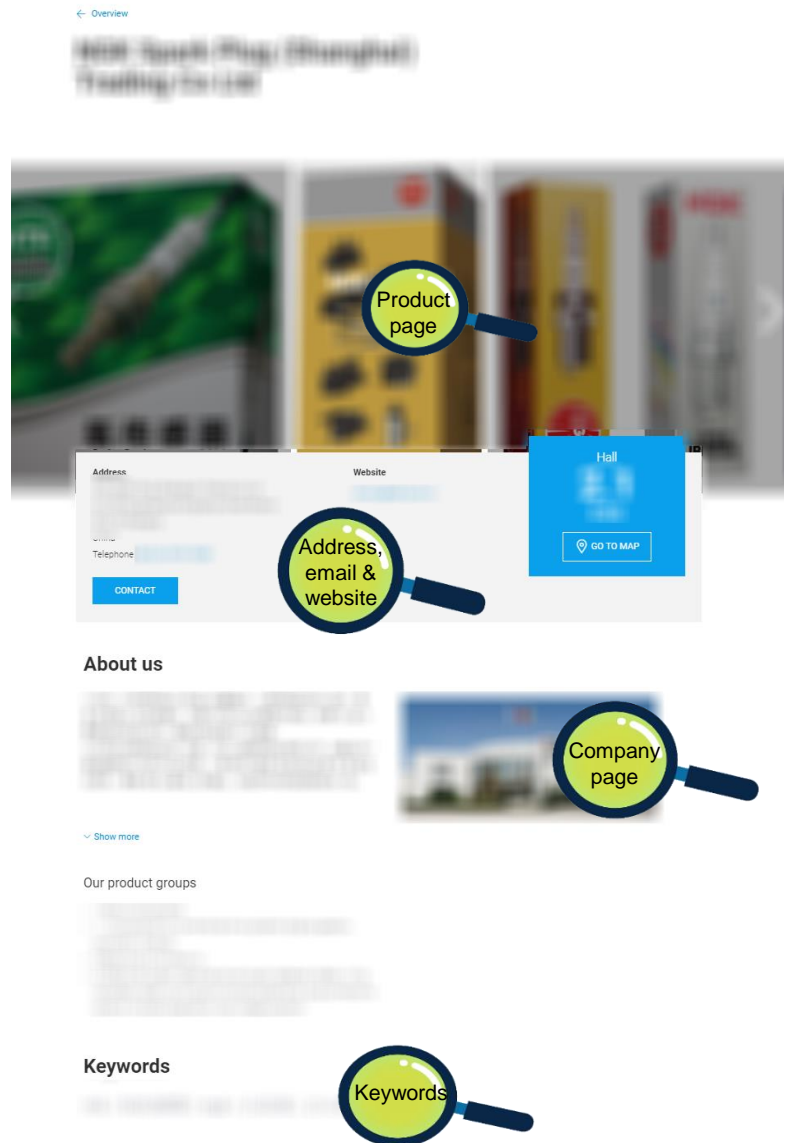
**Free of charge this year (value RMB 900)**

- 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



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**Digital exposure – online platform**

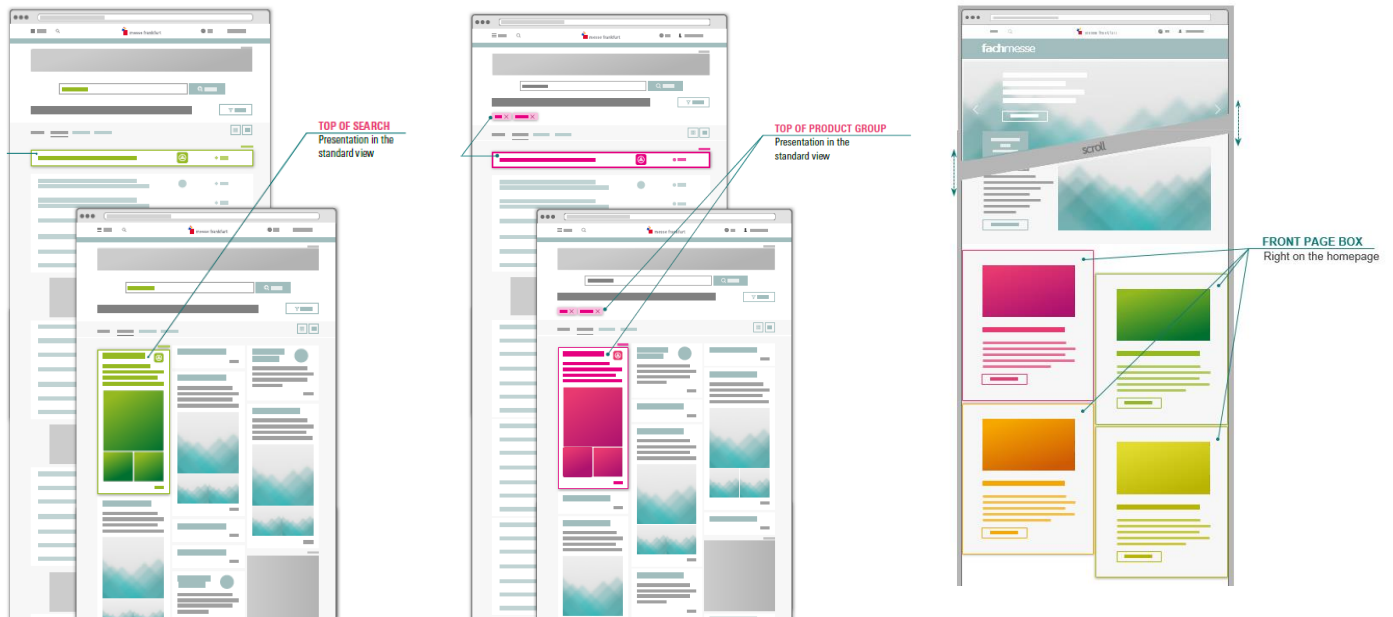
**Add-ons: additional services in the exhibitor and product search on the fair website**

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!

<b>(a) Top Of Search</b>	<b>(b) Top Of Product Group</b>	<b>(c) Front Page Box</b>
<b>RMB 4,000</b>	<b>RMB 2,000</b>	<b>RMB 4,000</b>
<ul style="list-style-type: none"> <li>➤ Your entry will be prominently displayed at the top of the search results (This requires the company being listed in the search results)</li> <li>➤ 5 limited advertising spaces (Only 1 entry is displayed in rotation)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Your entry will appear at the top of the search results within a product category</li> <li>➤ 3 limited advertising spaces (Only 1 entry is displayed in rotation)</li> </ul>	<ul style="list-style-type: none"> <li>➤ The trade fair homepage is the starting point for finding more information on the trade fair.</li> <li>➤ 4 limited advertising spaces</li> </ul>



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## Digital exposure – online platform

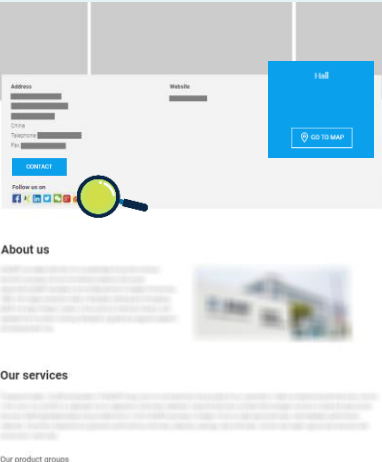
### D04: Link Add-ons

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 footer with a contact form, social media icons, and a magnifying glass over the social media icons. The contact form includes fields for Address, Website, City, Telephone, and Fax, along with a CONTACT button and a GO TO MAP button. Below the contact form 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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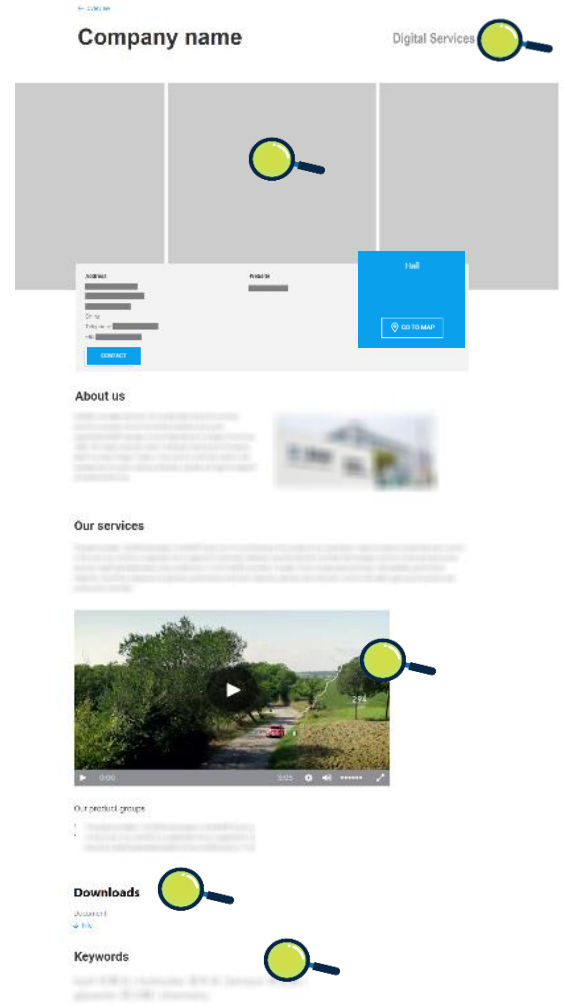
Digital exposure – online platform

**D05: Information Add-ons**

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

<b>(a) Logo</b>
<b>RMB 300</b>
<ul style="list-style-type: none"> <li>➤ Give a visual representation of company brand</li> </ul>
<b>(c) Video</b>
<b>RMB 500</b>
<ul style="list-style-type: none"> <li>➤ Show videos in your company profile in the fair website's exhibitor search</li> <li>➤ All popular video formats are supported / aspect ratio 16:9 and 4:3 / featured video length up to 5 minutes (longer videos upon request)</li> </ul>
<b>(e) Keyword</b>
<b>RMB 120</b>
<ul style="list-style-type: none"> <li>➤ Exhibitor can be found faster</li> </ul>

<b>(b) Product page</b>
<b>RMB 500</b>
<ul style="list-style-type: none"> <li>➤ Strengthen your presence with additional products and increase the hit rate from potential customers</li> <li>➤ Show your highlights and new products</li> <li>➤ Includes 1 photo and product information in both Chinese and English (2,500 characters each)</li> </ul>
<b>(d) Document download</b>
<b>RMB 1,000</b>
<ul style="list-style-type: none"> <li>➤ Attach document such as product catalogue or company magazine in exhibitor profile</li> <li>➤ Visitors can save the document</li> <li>➤ Format: pdf</li> </ul>



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Digital exposure – online platform


**D06: Online banners**

The fair’s English and Chinese website [www.capas-chengdu.com](http://www.capas-chengdu.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 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

D01	Silver Media Package	D02	Gold Media Package
<ul style="list-style-type: none"> <li>Basic media package</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>	RMB 900 (Free of Charge)	<ul style="list-style-type: none"> <li>Basic media package</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>	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 Product Group	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
<b>Total</b>			

**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 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](http://www.messefrankfurt.com.hk)
16. In case of any disputes, the organisers reserve the right of final decision.