

# CAPAS

CHENGDU

成都国际汽车零配件及售后服务展览会  
Chengdu International Trade Fair for Automotive Parts  
and Aftermarket Services

集商贸、交流与投资于一体的西南地区汽车行业盛会  
A leading platform for Southwest China's automotive industry

24 – 26.5.2018

中国·成都世纪城新国际会展中心  
Chengdu Century City New International Exhibition & Convention Center, China  
[www.capas-chengdu.com](http://www.capas-chengdu.com)

## Digital Services

Increase your brand recognition,  
your products and services exposure

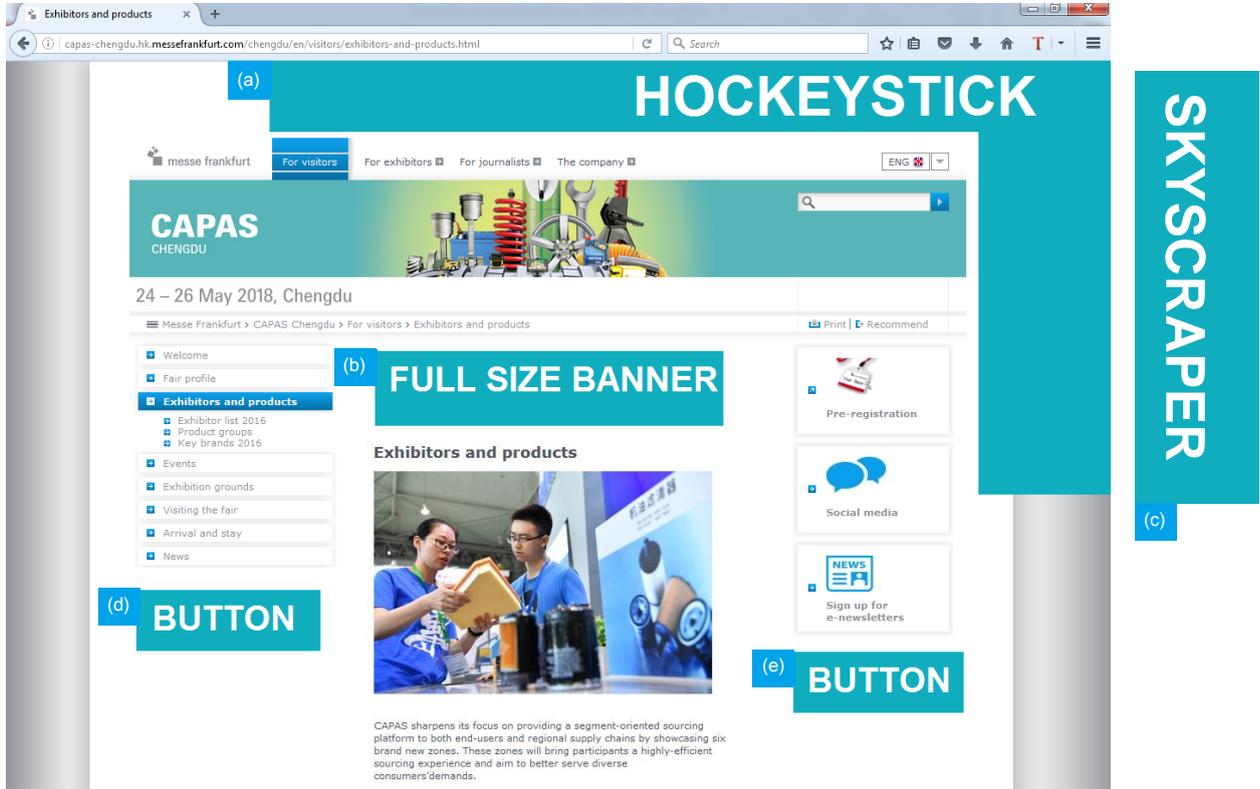


messe frankfurt



**Digital exposure**

**01 Online advertising banner**



CAPAS Chengdu 2018 show website [www.capas-chengdu.com](http://www.capas-chengdu.com) offers an exclusive spot to draw the attention from all attendees. Grab this 4-month golden advertising opportunity in no time!

www.capas-chengdu.com	Banner location	Dimension	Price (RMB)
	(a) Hockeystick	728 x 90 + 160 x 600 px	14,000
Exhibitors and product page (5 rotations)	(b) Fullsize	468 x 60 px	8,400
	(c) Skyscraper	160 x 600 px	7,000
	(d) Left button	175 x 69 px	4,060
	(e) Right button	175 x 69 px	4,060

**Note:**

The general activation period for a digital banner is 3 months prior to the trade fair and 1 months after closing.

Please contact us:  
**Messe Frankfurt (HK) Ltd**  
 Contact: Ms Lisa Sun / Mr Gino Zhao  
 HK Tel: +852 2230 9247/ +852 2230 9203  
 China Tel: +86 21 6060 8428  
 HK Fax: +852 2519 6800  
 Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

## Digital exposure (Cont'd)

### 02 Upgraded Media Packages

To enhance the free Basic Media Package, which only includes an exhibitor's company name, booth number and product group in the show website of CAPAS Chengdu 2018 [www.capas-chengdu.com](http://www.capas-chengdu.com), Upgraded Media Packages are now offered to allow a topical full-text search and freely-selectable keywords at little expense.

(a) Silver Media Package	(b) Gold Media Package
➤ Company name	➤ Company name
➤ Booth number	➤ Booth number
➤ Product group	➤ Product group
➤ Online logo	➤ Online logo
➤ Correspondence address	➤ Correspondence address
➤ E-mail address & website	➤ E-mail address & website
➤ 1 Company page ( picture & descriptions)	➤ 1 Company page ( picture & descriptions)
➤ 1 Product page ( picture & descriptions)	➤ 5 Product page ( picture & descriptions)
➤ 3 Keywords	➤ 5 Keywords
<b>RMB 900</b>	<b>RMB 1,500</b>

To purchase Upgraded Media Packages, order from the digital business application form. Once your order is obtained, you will receive a direct link with an online form automatically sent via email to fill in your information. Supply your relevant details once and they will be published on trade fair websites. Simple and straight-forward.

To make your presentation more individual, you may also purchase Add-Ons services. With the additional services, the packages not only offer price advantages, but are also adapted precisely to the requirements of the exhibitors.

## Digital exposure (Cont'd)

### Add-Ons: additional services in the exhibitor and product search at the fair website

Distinguish your company from your competitors by booking Add-Ons for your Upgraded Media Package displayed at the CAPAS Chengdu 2018's official website [www.capas-chengdu.com](http://www.capas-chengdu.com). Make use of these Add-Ons in the exhibitor and product search at the fair website, thus you can reach thousands of trade fair visitors all year round.

### 03 Search Add-Ons

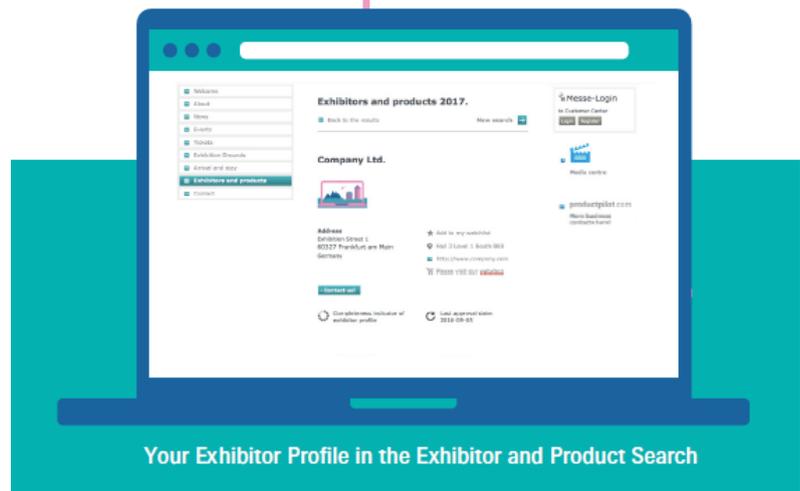
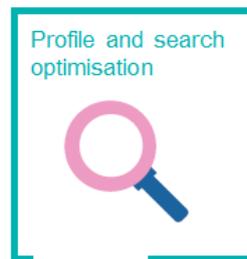
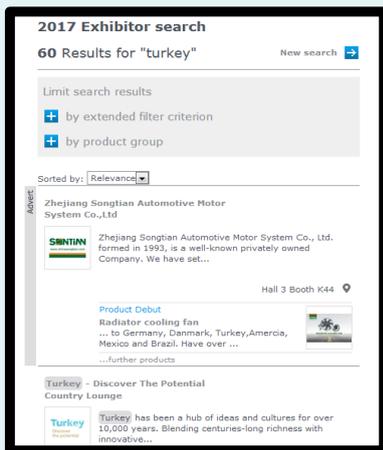
Visitors will see you immediately with these Add-Ons, make use of limited ad space and increase your visibility!

#### (a) Top-of-Search

➤ 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 ad spaces  
(Only 1 entry is displayed in rotation)

RMB 4,000



Your Exhibitor Profile in the Exhibitor and Product Search

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## Digital exposure (Cont'd)

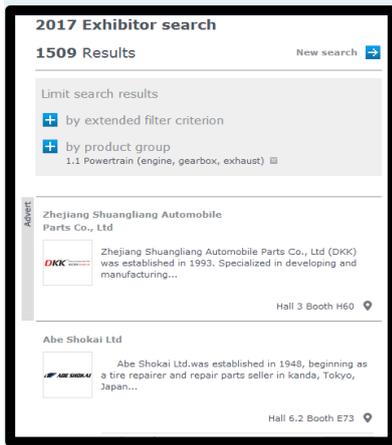
### 03 Search Add-Ons

Visitors will see you immediately with these Add-Ons, make use of limited ad space and increase your visibility!

#### (b) Top-of-Category

- Your entry will appear at the top of the search results within a product category
- 3 limited ad spaces (Only 1 entry is displayed in rotation)

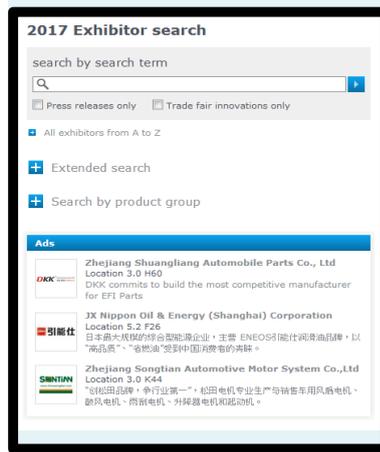
RMB 2,000



#### (c) Top Box

- 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 ad spaces – 5 top boxes are displayed in rotation

RMB 3,000



#### (d) Keywords

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

RMB 120 / keyword

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## Digital exposure (Cont'd)

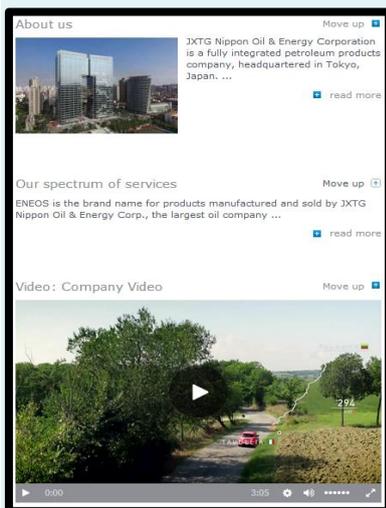
### 04 Information Add-Ons

Present your brand and various brands to visitors with additional text and images, give your company extra exposure now!

#### (a) Video

- 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)

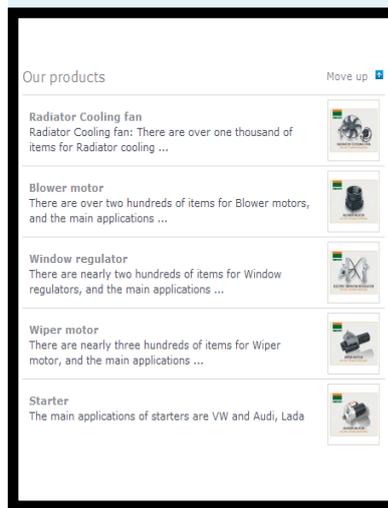
**RMB 300**



#### (b) Product Page

- 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) +1 keyword

**RMB 500**



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## Digital exposure (Cont'd)

### 05 Link Add-Ons

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

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

Subject to change, info as of February 2018.

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**2018 Application Form  
Digital Services**

Digital exposure (Deadline: Please refer to the brochure)				
Quantity	Item no.	Description	Specification	Unit price (RMB)
	01(a)	Online advertising banner	Hockeystick	14,000
	01(b)		Fullsize	8,400
	01(c)		Skyscraper	7,000
	01(d)		Left button	4,060
	01(e)		Right button	4,060
	02(a)	Upgraded media package	Silver Media Package	900
	02(b)		Gold Media Package	1,500
	03(a)	Search Add-Ons	Top-of-Search	4,000
	03(b)		Top-of-Category	2,000
	03(c)		Top Box	3,000
	03(d)		Keywords	120
	04(a)	Information Add-Ons	Video	300
	04(b)		Product Page	500
	05(a)	Link Add-Ons	Shop Link	500
	05(b)		Social Media Link	500
	05(c)		Product Direct Link	500
<b>Total:</b>				

**Terms and Conditions**

- Reservation of advertisement space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers.
- 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
- 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.
- 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
- All bank charges are borne by the exhibitors / sponsors / advertisers.
- 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, all sponsors are bound by the rules and regulations of the organisers as laid down in the official participation guidelines for exhibitors.
- In case of any disputes, the organisers reserve the right of final decision.
- The above onsite advertising pictures are provided by Chengdu Century City New International Exhibition & Convention Center, China and for reference only. The real object should be considered as final.

**We hereby agreed to abide by the terms & conditions outlined in the CAPAS Chengdu 2018 Digital Services Application Form.**

Company name: \_\_\_\_\_ Contact person: \_\_\_\_\_  
Email: \_\_\_\_\_ Tel: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_  
Signature: \_\_\_\_\_ Booth no.: \_\_\_\_\_ Date: \_\_\_\_\_