

# CAPAS

CHENGDU

Chengdu International Trade Fair for Automotive Parts  
and Aftermarket Services

A leading platform for Southwest  
China's automotive industry

24 – 26.5.2018

Reserve  
your space  
now

## Sponsorship and Advertising Opportunities

- Increase your brand recognition
- Increase the exposure of your products and services
- Position yourself as an industry leader
- Develop relationship through new networking opportunities



messe frankfurt

## (A) Sponsorship items and souvenirs (Show participation)

### A01 Visitor admission badge

Application deadline: 16 March 2018

The visitor badge is needed for every visitor to enter the exhibition hall, it is a direct promotional materials to reach every visitor.

- Sponsor's logo and / or advertisement will be displayed on top of one side of the badges.
- The design must be approved by the Organisers in advance.
- Sponsorship includes the production fee.

Price: RMB 25,000 (Exclusive)



### A02 Visitor lanyards

Application deadline: 16 March 2018

Visitor lanyards will be distributed at registration counters to all visitors.

- Sponsor's logo (1-colour) and the show logo will appear on one side of the lanyards.
- The design must be approved by the Organisers in advance.
- Sponsorship includes the production fee.

Price: RMB 25,000 (Exclusive)



### A04a Fringe programme

Application deadline: 16 March 2018

Sponsor's name and / or logo to be displayed on relevant onsite signage.

- Sponsor's flyers to be placed in the programme.
- Production: Logo file should be provided by sponsor. Organisers will be responsible for backdrop design and production.

Price: RMB 12,000



### A04b Fringe programme

Application deadline: 16 March 2018

A series of innovative and practical-based programmes will be held onsite during the show period, which aims to offer information exchange and learning opportunity for industry players.

- 3 minutes company introduction or video clip broadcast in the programme.
- Sponsor's name and / or logo to be displayed on relevant invitation materials and onsite.
- Sponsor's brochures / flyers will be available to deliver at the seminar room.
- A thank you remark will be addressed by the Master of Ceremony.

Price: RMB 30,000 (Joint, max. 3 nos)



**(A) Sponsorship items and souvenirs (Show participation) (Cont')**

**A05 Show bags**

Application deadline: 16 March 2018

Show bags will be distributed to visitors at registration counters.

- Sponsor's logo and booth number will be printed on one side of the show bag and show message with logo will be printed on the other side.
- Sponsorship includes the production fee.
- The design must be approved by the Organisers in advance.

Quantity: 5,000 pcs

Price: RMB 30,000 (Exclusive)



**A13 Souvenir delivery service**

Application deadline: 16 March 2018

Organisers will arrange staff to give-away the souvenirs at a designated location.

- Souvenir will be provided by sponsor.
- Location will be arranged by Organisers.

Price: RMB 20,000 / 5,000 pcs  
RMB 38,000 / 10,000 pcs  
RMB 52,000 / 15,000 pcs  
RMB 60,000 / 20,000 pcs  
(Joint, max. 3 nos)



**A23a Souvenirs – Notebook**

Application deadline: 16 March 2018

Notebook will be distributed to visitors at the registration counters.

- Sponsor's advertisement will be printed on the first page of notebook.
- Sponsorship includes production fee.
- Notebook design and distribution location will be decided by Organisers.

Price: RMB 22,000 / 1,000 pcs  
RMB 60,000 / 3,000 pcs  
(Exclusive)



**A23b Souvenirs – Pen**

Application deadline: 16 March 2018

Pens will be distributed to visitors at the registration counters.

- Sponsor's logo (1-colour) and the show logo will be appeared on pen.
- Organisers will be responsible for design and production fee.

Quantity: 3,000 pcs

Price: RMB 15,000 (Joint, max. 3 nos)



## (B) Advertising options (Publication materials)

### B01 Official fair catalogue

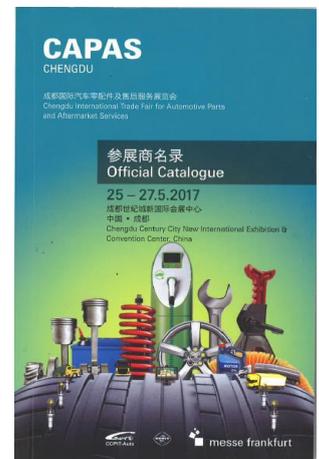
Application deadline: 31 March 2018

A comprehensive reference guide will be provided for all participants during and after the show! It carries comprehensive show information, including floorplans, exhibitors list, company and product introduction, fringe programme list, etc. Your advertisement will be kept by buyers for long time along the fair catalogue which creates continuous business opportunities for you.

Publication trim size: 130mm (W) x 210mm (H)

Price:

B01-a	Inside front cover	(Full page, 4-colour)	RMB 10,000
B01-b	First page	(Full page, 4-colour)	RMB 10,000
B01-c	Second page	(Full page, 4-colour)	RMB 10,000
B01-d	Inside back cover	(Full page, 4-colour)	RMB 9,000
B01-e	Opposite content page	(Full page, 4-colour)	RMB 7,000
B01-f	Back page of section divider	(Full page, 4-colour)	RMB 7,000
B01-g	Run-of-page	(Full page, 4-colour)	RMB 6,000
B01-h	Run-of-page	(Full page, Black & White)	RMB 4,000
B01-i	Logo or trademark beside catalogue entry	(Black & White)	RMB 500



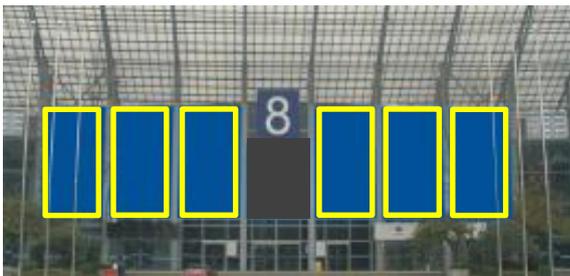
**(C) Advertising options (Onsite facilities)**

**Exhibition hall area**

**C01a Front hall advertisement**

Application deadline: 31 March 2018

Specification: 5.7m (W) x 10m (H)  
Location: Above the main entrance of each exhibition hall  
Quantity: 6 pcs / hall  
Price: RMB 16,000 / pcs



**C01b Front hall advertisement**

Application deadline: 31 March 2018

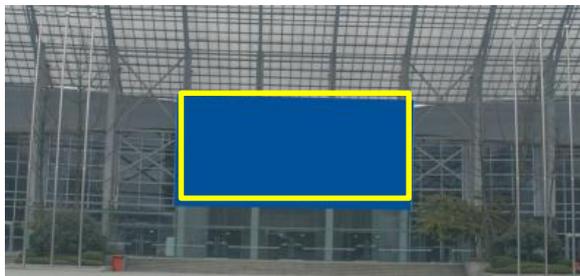
Specification: 18.3m (W) x 10m (H)  
Location: Above the main entrance of each exhibition hall  
Quantity: 2 pcs / hall  
Price: RMB 45,000 / pcs



**C02 Connection advertisement**

Application deadline: 31 March 2018

Specification: 20m (W) x 10m (H)  
Location: On glass wall of connecting halls  
Quantity: 8 pcs  
Price: RMB 48,000 / pcs



**C03 Flag footstall advertisement board**

Application deadline: 31 March 2018

Specification: 6m (W) x 4m (H)  
Location: Flag footstall in the square  
Quantity: 18 footstalls @ 3 pcs  
Price: RMB 19,000 / footstall



**C04 Advertisement board**

Application deadline: 31 March 2018

Specification: 14.5m (W) x 4.5m (H)  
Location: Visitor corridor between adjacent exhibition halls  
Quantity: 16 pcs  
Price: RMB 18,000 / pcs



## (C) Advertising options (Onsite facilities) (Con't)

### Public area

#### C05 Flag of Rome Road

Application deadline: 31 March 2018

Specification: 1.2m (W) x 3.5m (H)  
Location: Rome road, Shijicheng  
Quantity: 50 pcs  
Price: RMB 50,000 / 20 pcs



#### Note:

- Price includes release and production of advertisement(s). **Application submission deadline is on 31 March 2018.** Sponsors need to submit production file(s) to Organisers on or before 31 March 2018.
- Please check with the Organisers for availability of sponsorship items and detail.
- The above pictures are provided by Chengdu Century City New International Convention & Exhibition Center. It is for reference only and subject to actual situation onsite.

For more details, please contact:

**Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd**

Contact: Mr James Deng / Mr Lance Liu

Tel: +86 755 8299 4989 ext. 535 / ext. 537

Fax: +86 755 8299 2015

Email: [sponsorship@hongkong.messefrankfurt.com](mailto:sponsorship@hongkong.messefrankfurt.com)

Please return to:

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# Application Form Sponsorship and Advertising

Subject to change. Information as of February 2018.

Quantity	Items / Specifications			Unit Cost (RMB)	
<b>(A) Sponsorship items and souvenirs (Show participation) (Deadline: 16 March 2018)</b>					
	A01	Visitor admission badge	Exclusive	25,000	
	A02	Visitor lanyards	Exclusive	25,000	
	A04a	Fringe programme		12,000	
	A04b	Fringe programme	Joint, Max 3 nos	30,000	
	A05	Show bags	Exclusive	30,000	
	A13	Souvenir delivery service	Joint, Max 3 nos	20,000 / 5,000 pcs	
				38,000 / 10,000 pcs	
				52,000 / 15,000 pcs	
				60,000 / 20,000 pcs	
	A23a	Souvenirs - Notebook	Exclusive	22,000 / 1,000 pcs	
				60,000 / 3,000 pcs	
	A23b	Souvenirs - Pen	Joint, Max 3 nos	15,000	
<b>(B) Advertising options (Publication materials) (Deadline: 31 March 2018)</b>					
	B01-a	Official fair catalogue	Inside front cover	Full page, 4-colour	10,000
	B01-b		First page	Full page, 4-colour	10,000
	B01-c		Second page	Full page, 4-colour	10,000
	B01-d		Inside back cover	Full page, 4-colour	9,000
	B01-e		Opposite content page	Full page, 4-colour	7,000
	B01-f		Back page of section divider	Full page, 4-colour	7,000
	B01-g		Run-of-page	Full page, 4-colour	6,000
	B01-h		Run-of-page	Full page, Black & White	4,000
	B01-i		Logo or trademark beside catalogue entry	Black & White	500
<b>(C) Advertising options (Onsite facilities) (Deadline: 31 March 2018)</b>					
	C01a	Front hall advertisement		16,000	
	C01b	Front hall advertisement		45,000	
	C02	Connection advertisement		48,000	
	C03	Flag footstall advertisement board		19,000 / footstall @3pcs	
	C04	Advertisement board		18,000	
	C05	Flag of Rome Road		50,000 / 20 pcs	
<b>Grand Total:</b>					

Please return to:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd

Contact: Mr James Deng / Mr Lance Liu

Tel: +86 755 8299 4989 ext. 535 / ext. 537

Fax: +86 755 8299 2015

Email: [sponsorship@hongkong.messefrankfurt.com](mailto:sponsorship@hongkong.messefrankfurt.com)

### Technical Specifications

1. Trim size for advertising options please refer to the Sponsorship and Advertising brochure. For Publication materials, please add 5mm bleed on each side. For Onsite facilities, please add 5cm bleed on each side.
2. Application and/or artwork submission deadlines please refer to the Sponsorship and Advertising brochure. The advertisement artwork for Advertising options should be sent to [sponsorship@hongkong.messefrankfurt.com](mailto:sponsorship@hongkong.messefrankfurt.com).
3. Advertising layout and resolution must follow the requirements in the specification the Organisers provided to the customers. Customers are advised to provide a thumbnail in JPG format for verification purposes. Ad files in AI format needed to be outlined. For printed materials, design must be submitted in PDF format with a minimum resolution of 300 dpi.

### Terms and Conditions

1. Reservation of advertisement space and / or sponsorship will be prioritised for customers who ordered in the last edition. After that, space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers.
2. The organisers reserve the right to decline any sponsorship or 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. Customers are responsible for providing the organisers with all artworks before deadline(s), 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 colors of the advertising documents, unless customer had notified the organisers the specified pantone color code and/or other details.
7. A surcharge of 50% will be charged if the advertisement and/or sponsorship 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 Sponsorship and Advertising application form is submitted. The customer is liable for the total amount in that case.
12. The total amount shall be due prior to the provision of the service by the organisers immediately upon receipt of the payment notice.
13. The full payment shall be remitted to Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd.  
A/C Holder: Messe Frankfurt (Shanghai) Co., Ltd  
Bank: Bank of China, Shanghai Branch  
USD A/C No.: 448159241206  
RMB A/C No.: 437759235044  
Address: Nanjing Road (West) Third Sub-branch  
Swift code: BKCHCNBJ300
14. All bank charges are borne by the customer.
15. Regarding the sponsored products (if any), the sponsor shall bear the responsibility and expenses for the transport of exhibits to the exhibition venue, as well as the arrangements for the storage and warehousing of the product subjected 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.
16. All applications to participate at the Fair are subject to the General Terms & Conditions (available on the website: [www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)). By signing and submitting this application form, the applicant agrees to be bound by the General Terms & Conditions.
17. The above onsite advertising pictures are provided by Chengdu Century City New International Convention & Exhibition Center for reference only.
18. In case of any disputes, the organisers reserve the right of final decision.

We hereby agreed to abide by the terms & conditions outlined in the CAPAS 2018 Sponsorship & Advertising Application Form.

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_ Booth No.: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature with chop: \_\_\_\_\_ Date: \_\_\_\_\_