

CAPAS

CHENGDU

Chengdu International Trade Fair for Automotive Parts and
Aftermarket Services

23 – 25.5.2019

Chengdu Century City New International Exhibition & Convention Center, China

A leading platform for Southwest China's automotive industry

Digital Services

www.capas-chengdu.com

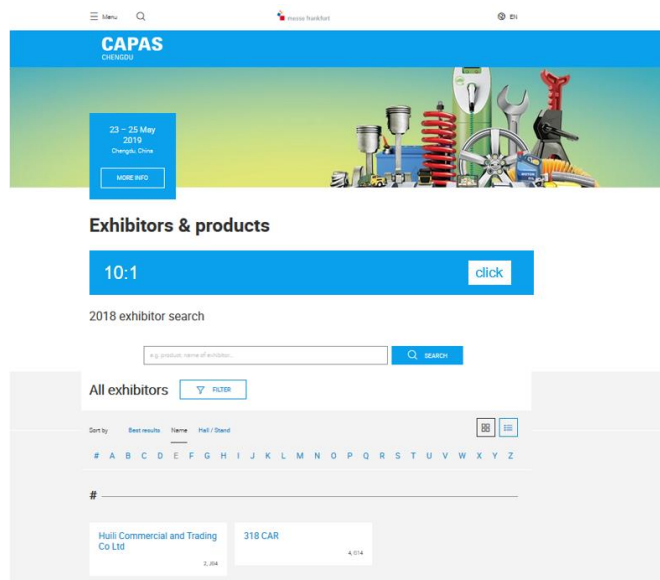
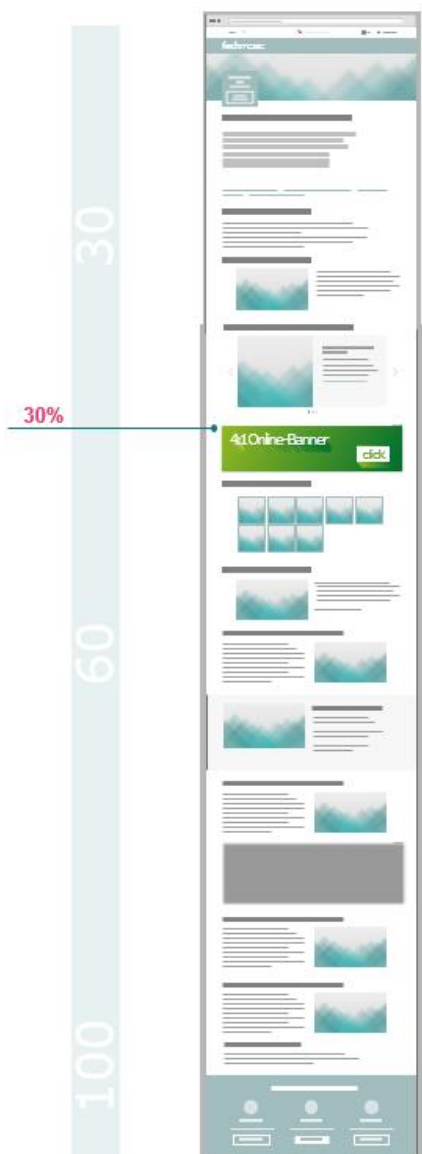


messe frankfurt

Digital exposure

01 Online advertising banner

CAPAS Chengdu 2019 show website 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!



Banner location	Dimension Width x Height	Price (RMB)
Homepage	(a) 3:1 1,140 x 380 px	5,600
Placement of the first banner after approx. 30% or 60% of the page height (5 rotations)	(b) 4:1 1,140 x 285 px	5,300
	(c) 6:1 1,140 x 190 px	5,000
Exhibitors and products page (5 rotations)	(d) 10:1 1,140 x 114 px	7,500

Please contact us:
Messe Frankfurt (HK) Ltd
 Contact: Mr Gino Zhao / Ms Celia Rass
 HK Tel: +852 2230 9203 / +852 2238 9908
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 HK Fax: +852 2519 6800
 Email: digital@hongkong.messefrankfurt.com

Digital exposure (Cont'd)

02 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. The account now has gathered over 160,000 industry professionals worldwide. This channel will give your brand more exposure before and during the fair!

Price:

- (a) My account – Visitor registration page
400x100px RMB 7,000
- (b) Registration confirmation page
300x75px RMB 5,600



(a) My account – Visitor registration page



(b) Registration confirmation page

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Digital exposure (Cont'd)

03 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 2019 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
RMB 900	RMB 1,500

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 2019's official website 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.

04 Search Add-Ons

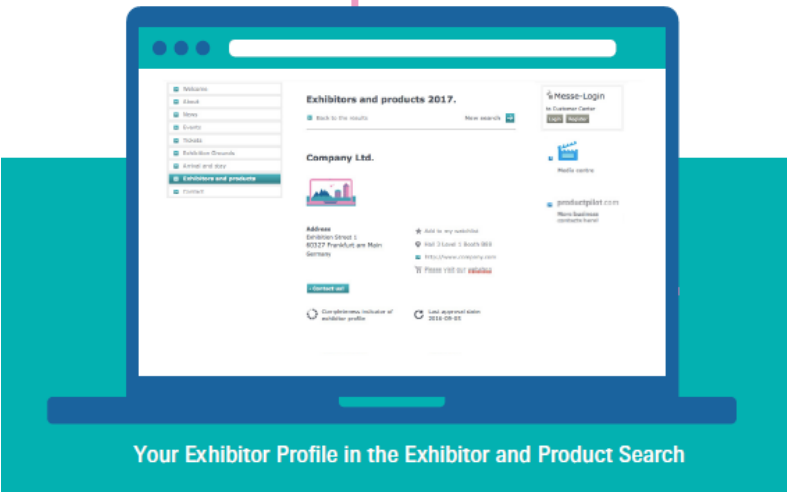
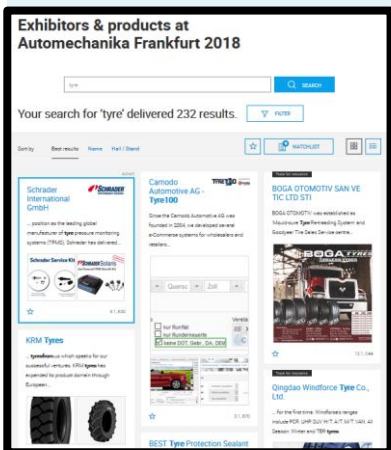
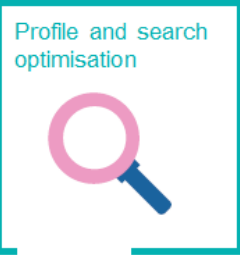
Visitors will see you immediately with these Add-Ons, make use of limited ad space and increase your visibility!

(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)

04 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

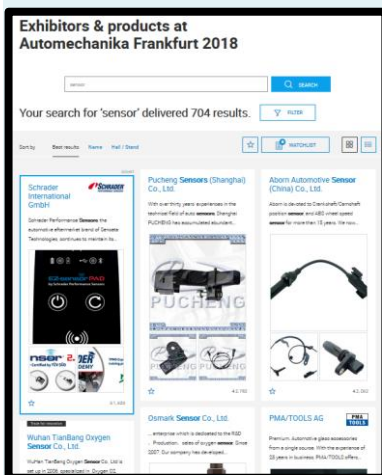
- Your entry will appear on the landing page of the exhibitor and product search
- Eye-catching placement of your information and products – linked to your exhibitor profile
- 25 limited ad spaces – 5 top boxes are displayed in rotation

RMB 5,000

(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)

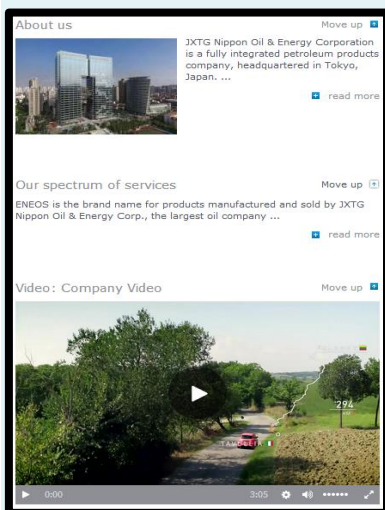
05 Information Add-Ons

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)

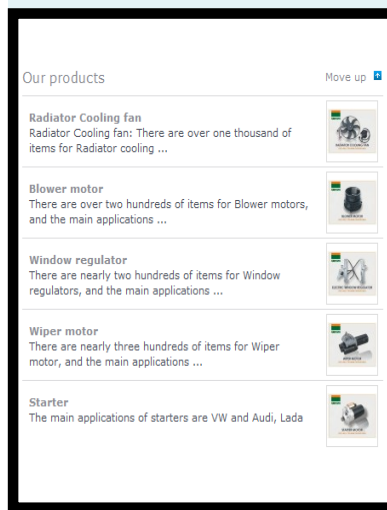
RMB 300



(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

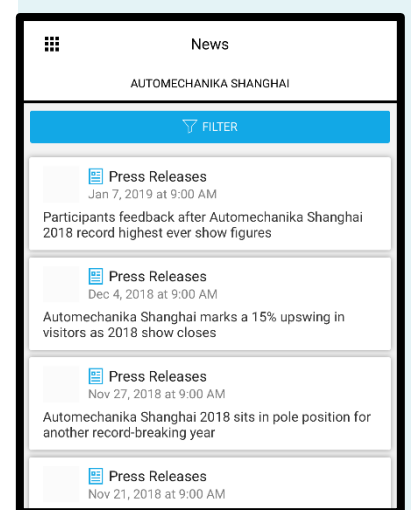
RMB 500



(c) Press release

- Journalists and visitors can see results specifically for your press releases in the website's search function and mobile APP
- Up to 6 files included per language

RMB 2,000




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Digital exposure (Cont'd)

06 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"> ➤ Link to your online shop ➤ 1 link is available per exhibitor <p>RMB 500 / link</p>	<ul style="list-style-type: none"> ➤ Add icons and links to your social media profiles at: Xing, LinkedIn, YouTube, Facebook, Twitter, Google+, Weibo, Pinterest, Instagram, Wechat ➤ 1 link is available per network ➤ For up to 10 links <p>RMB 500 / link</p>	<ul style="list-style-type: none"> ➤ Redirect customers to your website using the Product Direct Link <p>RMB 500 / link</p>
 <p>Back to the results New search</p> <p>Digital Services</p> <p>Digital Services  Please visit our webshop</p> <p>Address: Ludwig-Erhard-Parlage 5, 60327 Frankfurt am Main, Germany</p> <p>You'll find us on the following networks:</p> <p></p>	 <p>Back to the results New search</p> <p>Digital Services</p> <p>Digital Services</p> <p>Address: Ludwig-Erhard-Parlage 5, 60327 Frankfurt am Main, Germany</p> <p>You'll find us on the following networks:</p> <p></p> <p>You'll find us on the following networks:</p> <p></p>	 <p>Back to the results To the exhibitor New search</p> <p>Digital Services</p> <p>Online services for exhibitors</p> <p>With our online services and products we also support exhibitors at Messe Frankfurt in creating a successful online presence. Among other things we offer banner advertising on the event website, at productdirect.com, the B2B portal of Messe Frankfurt, and in the mobile app. Advertise where potential customers are looking for information, and with no waste! We also produce printed and on-screen videos and other highly valuable additional services relating to the media package.</p> <p> Product Direct Link</p> <p> More information</p> <p> www.product.com</p>

Subject to change, info as of March 2019.

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23 – 25 May 2019
Chengdu Century City New International Exhibition & Convention Center, China

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**2019 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	Homepage 3:1	5,600
	01(b)		Homepage 4:1	5,300
	01(c)		Homepage 6:1	5,000
	01(d)		Exhibitors and products page 10:1	7,500
	02(a)	WeChat visitor service account banner	My account – Visitor registration page	7,000
	02(b)		Registration confirmation page	5,600
	03(a)	Upgraded media package	Silver Media Package	900
	03(b)		Gold Media Package	1,500
	04(a)	Search Add-Ons	Top-of-Search	4,000
	04(b)		Top-of-Category	2,000
	04(c)		Top Box	5,000
	04(d)		Keywords	120
	05(a)	Information Add-Ons	Video	300
	05(b)		Product Page	500
	05(c)		Press release	2,000
	06(a)	Link Add-Ons	Shop Link	500
	06(b)		Social Media Link	500
	06(c)		Product Direct Link	500
Total:				

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 2019 Digital Services Application Form.

Company name: _____ Contact person: _____

Email: _____ Tel: () _____ Fax: () _____

Signature: _____ Booth no.: _____ Date: _____