

CHENGDU

Chengdu International Trade Fair for Automotive Parts and Aftermarket Services

23 – 25.5.2019

Chengdu Century City New International Exhibition & Convention Center, China

www.capas-chengdu.com

Sponsorship and advertising opportunities



messe frankfurt

(A) Sponsorship options

A01 Visitor lanyards

Visitor lanyards will be distributed at registration counters to all visitors for wearing the visitor badges.

- Sponsor's logo (single unit, 1-colour) will appear together with show logo on one side of the lanyards
- The design must be approved by the organisers in advance
- Price includes production fee

Price: RMB 25,000 (Exclusive sponsor)

Application deadline: 15 March 2019



A02a Fringe programme

A series of innovative and practical-based fringe activities will be held during show period, aiming to offer information exchange and learning opportunities for industry players.

- Sponsor's name and / or logo (single unit) to be displayed on onsite signage and materials
- Sponsor's flyers to be distributed at the programme reception desk

Price: RMB 12,000 (Joint sponsor)

Application deadline: 15 March 2019



A02b Fringe programme

A series of innovative and practical-based fringe activities will be held during show period, aiming to offer information exchange and learning opportunities for industry players.

- 3 minutes of sponsor's promotion video will be played
- Sponsor's name and / or logo (single unit) to be displayed on onsite signage and materials
- Sponsor's flyers to be distributed at the programme reception desk
- Sponsor to be thanked by the Master of Ceremony and / or the organisers in the welcoming remark
- The organisers reserve the right to assign sponsors to appointed fringe programme events.

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

Application deadline: 15 March 2019



(A) Sponsorship options

A03 Authorized Seller Dinner

The dinner allows the sponsor to connect with the major dealers and communicate in depth, which is the best platform for establishing a business relationship network.

- 3 minutes of sponsor's promotion video will be played
- Sponsor's name and / or logo (single unit) to be displayed on onsite signage and materials
- Sponsor's flyers to be distributed at the programme reception desk
- Sponsor to be thanked by the Master of Ceremony and / or the organisers in the welcoming remark



Price: RMB 30,000 (Exclusive sponsor)

Application deadline: 15 March 2019

A04 Show bags

Show bags will be distributed to visitors at the registration counters

- Sponsor's logo (single unit) and / or advertisement will appear on one side of the show bags
- The design must be approved by the organisers in advance
- Exact distribution location will be decided by the organisers
- Price includes production fee



Price: RMB 30,000 (Exclusive sponsor)

Application deadline: 15 March 2019

A05 Souvenir

Sponsored advertisements or logos will be printed on the official souvenirs and distributed to the visitors. There are wide range of souvenirs, such as the popular notebooks or any other industry-related items. Sponsors are welcome to specify the type and quantity of souvenirs.

- The design must be approved by the organisers in advance
- Sponsors should submit materials and information according to the souvenir specifications
- Sponsorship includes production fee



Price: Upon request

Application deadline: 25 February 2019

(A) Sponsorship options

A06 Souvenir delivery service

Distribution of sponsor's material or souvenir.

- Materials and souvenir provided by sponsor
- Materials for distribution must be approved by the organisers
- Exact location will be decided by Organisers
- Sponsorship fee includes backdrop and staff

Price:

- a) RMB 20,000 / 3,000pcs
- b) RMB 38,000 / 5,000pcs
- c) RMB 52,000 / 8,000pcs
- d) RMB 60,000 / 10,000pcs

Application deadline: 1 April 2019



(B) Advertising options (Publication materials)

B01 Official fair catalogue

Official fair catalogue will be available for distribution during show period for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to the target groups.

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



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

Application deadline: 29 March 2019

(C) Onsite advertising options



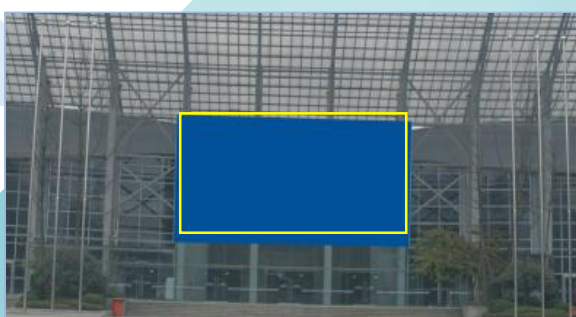
C01a Front hall advertisement

Specification: 5.7m (W) x 10m (H)
Price: RMB 16,000



C01b Front hall advertisement

Specification: 18.3m (W) x 10m (H)
Price: RMB 45,000



C02 Connection advertisement

Specification: 20m (W) x 10m (H)
Price: RMB 48,000



C03 Flag footstall advertisement board

Specification: 6m (W) x 4m (H)
Price: RMB 20,000



C04 Advertisement board

Specification: 14.5m (W) x 4.5m (H)
Price: RMB 18,000



C05 Flag of Rome Road

Specification: 1.2m (W) x 3.5m (H)
Price: RMB 50,000 / 20pcs

Note: The submission deadline of application and materials production file is 29 March 2019

Prices include release and production. Please check with the organisers for the available location.

Inventories are subject to availability.

The above pictures re provided by CCIEC and for reference only. The real object should be considered as final.

For more details, please contact:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd

Contact: Mr. James Deng / Mr. Lance Liu / Mr. Benny Cai

Tel: +86 755 8299 4989 ext. 535 / 537 / 536

Fax: +86 755 8299 2015

Email: sponsorship@hongkong.messefrankfurt.com

Please return to:

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Application Form Sponsorship and Advertising

Subject to change. Information as of January 2019.

Quantity	Items / Specifications			Unit Cost (RMB)	
(A) Sponsorship items and souvenirs (Show participation) (Deadline: 15 March 2019)					
	A02	Visitor lanyards	Exclusive	25,000	
	A02a	Fringe programme	Joint	12,000	
	A02b	Fringe programme	Joint, Max 3 nos	30,000	
	A03	Authorized Seller Dinner	Exclusive	30,000	
	A04	Show bags	Exclusive	30,000	
	A05	Souvenir (Deadline: 25 February 2019)		Upon request	
	A06a	Souvenir delivery service (Deadline: 1 April 2019)		20,000 / 3,000 pcs	
	A06b			38,000 / 5,000 pcs	
	A06c			52,000 / 8,000 pcs	
	A06d			60,000 / 10,000 pcs	
(B) Advertising options (Publication materials) (Deadline: 29 March 2019)					
	B01a	Official fair catalogue	Inside front cover	Full page, 4-colour	10,000
	B01b		First page		10,000
	B01c		Second page		10,000
	B01d		Inside back cover		9,000
	B01e		Opposite content page		7,000
	B01f		Back page of section divider		7,000
	B01g		Run-of-page	6,000	
	B01h		Run-of-page	Full page, Black & White	4,000
	B01i		Logo or trademark beside catalogue entry	Black & White	500
(C) Advertising options (Onsite facilities) (Deadline: 29 March 2019)					
	C01a	Front hall advertisement			16,000
	C01b	Front hall advertisement			45,000
	C02	Connection advertisement			48,000
	C03	Flag footstall advertisement board			20,000
	C04	Advertisement board			18,000
	C05	Flag of Rome Road			50,000 / 20 pcs
Grand Total:					

Please return to:

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Fax: +86 755 8299 2015

Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

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.
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). 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 2019 Sponsorship & Advertising Application Form.

Company: _____

Contact person: _____ Booth No.: _____

Tel: _____ Fax: _____

E-mail: _____

Signature with chop: _____ Date: _____