

4 – 6 September 2018
Shanghai New International Expo Centre
Shanghai China

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
Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Subject to change. Information as of April 2018.

Quantity	Items / Specifications			Unit Cost (USD)
(A) Sponsorship items and souvenirs (Show participation) (Deadline: 9 July 2018)				
	A05	Show bags	Exclusive	10,000 / 2,000 pcs
	A07a	Souvenirs - Notebook	Joint, Max. 5 nos	8,000 / 8,000 pcs
	A07b	Souvenirs - Wet tissue		
	A11	Bottled water	Exclusive	8,000 / 8,000 bottles
	A13	Souvenir / Promotional materials distribution service		8,000 / 2,000 pcs
(B) Advertising option (Deadline: 9 July 2018)				
	B01	Fair Catalogue (Online version)		Upon request
(C) Advertising options (Onsite facilities) (Deadline: 27 July 2018)				
	C01	Outdoor billboard	8m (W) x 5m (H)	4,000 / pc
	C02	Corridor advertisement board	3m (W) x 2.5m (H)	2,000 / pc
	C03	Corridor advertisement on ceiling	5m (W) x 0.7m (H)	1,000 / pc
	C06	Directional floor plan (company logo)	1m (W) x 1m (H)	3,000 / pc
		Total:		

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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. The application form and advertisement artwork for advertising options should be sent to sponsorship@hongkong.messefrankfurt.com before the deadline.
3. Advertising layout and resolution must follow the requirements in the specification the Organiser provided to the customers. Customers are advised to provide a thumbnail in JPG format for verification purposes. Ad file in AI format needs outlines.

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 Organiser reserves 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 Organiser is not authorised.
4. Customers are responsible for providing the Organiser with all artworks before deadline(s), and that all artwork(s) are subject to approval by the Organiser. Otherwise a timely provision of the advertising media cannot be warranted.
5. The Organiser is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
6. A surcharge of 50% will be charged upon the production cost if the advertisement and / or sponsorship order is requested after deadline. The Organiser reserves the right to decline any request.
7. Any alteration / relocation of advertisement after production / installation is deemed as repeat production. Repeat production cost (150% of original production cost) is at the expense of customer. The Organiser reserves the right to decline any request.
8. No cancellation is accepted for the advertising once the signed advertising agreement is submitted. The customer is liable for the total amount.
9. The locations of advertising media are subject to actual situation onsite and the Organiser reserves 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. All bank charges are borne by the customer.
12. Regarding the sponsored products (if any), the sponsor shall bear the responsibility and expenses for the transportation 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 Organiser. Furthermore, all sponsors are bound by the rules and regulations of the Organiser as laid down in the official participation guidelines for exhibitors.
13. 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.
14. In the event of any dispute and without prejudice to its rights under the law of Hong Kong which governs this application and the General Terms & Conditions, all decisions by the Management of Messe Frankfurt (HK) Ltd shall be final.
15. The above order form must be accompanied by full payment to Messe Frankfurt (HK) Ltd.
Bank: Hong Kong and Shanghai Banking Corporation Ltd
Address: 1 Queen's Road, Central, Hong Kong
USD A/C No.: 511-017758-274
Account Holder: Messe Frankfurt (HK) Ltd.
Swift code: hsbckhkhkh

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

Company: _____

Contact person: _____ Booth No.: _____

Tel: _____ Fax: _____

E-mail: _____

Signature with chop: _____ Date: _____