

# cinte techtexsil CHINA

China International Trade Fair for Technical Textiles and Nonwovens  
中國國際產業用紡織品及非織造布展覽會

# Beyond innovation.

## 創享未來

22 – 24 June 2021

Shanghai New International Expo Centre

[www.techtexsilchina.com](http://www.techtexsilchina.com)

Digital exposure opportunities

Official website



CNITA



messe frankfurt

## Digital exposure – online platform

### D01 – D02: Upgraded media package

Each exhibitor will receive a free Silver Media Package in which their company's online presentation will be displayed in the "Exhibitor & products" section on the fair's official website [www.techtexsilchina.com](http://www.techtexsilchina.com). The Upgraded Gold Media Package enhances from the Silver Media Package at little expense, allowing you to draw more attention from professional buyers.

#### D01: Silver Media Package

Free offer (valued at USD 130 / RMB 900)

- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 1 product page (picture & description)
- 3 keywords

#### D02: Upgrade Gold Media Package

USD 90 / RMB 600 (valued at USD 220 / RMB 1,500)

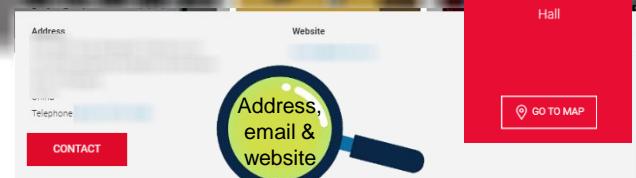
- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 5 product pages (picture & description)
- 5 keywords

\* Exhibitor can upgrade to Gold Media Package (valued at USD220/RMB1,500) on top-up priced USD90/RMB600.

### 2020 exhibitors & products

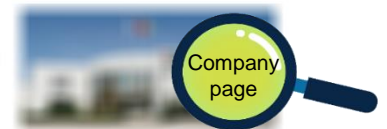
← Overview

2020 Trade Fair (Shanghai)  
Trade Fair Ltd



#### About us

Our company is a leading manufacturer of high-quality products...



▼ Show more

#### Our product groups

Our product groups include a wide range of high-quality products...

#### Keywords

Our company is a leading manufacturer of high-quality products...



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## Digital exposure – online platform

### Add-ons: additional services in the exhibitor and product search on the fair website

Distinguish your company from competitors by booking add-ons for your upgraded media package displayed on the official website. Make use of these add-ons in the exhibitor and product search on the fair website, thus you can reach thousands of trade fair visitors all year round.

#### D03: Search Add-ons

Visitors will see you immediately with these add-ons, which increase your visibility!

(a) Top Of Search	(b) Top Of Category	(c) Front Page Box
<b>USD 570 / RMB 4,000</b>	<b>USD 290 / RMB 2,000</b>	<b>USD 570 / RMB 4,000</b>
<ul style="list-style-type: none"> <li>Your entry will be prominently displayed at the top of the search results (This requires the company being listed in the search results)</li> <li>5 limited advertising spaces (Only 1 entry is displayed in rotation)</li> </ul>	<ul style="list-style-type: none"> <li>Your entry will appear at the top of the search results within a product category</li> <li>3 limited advertising spaces (Only 1 entry is displayed in rotation)</li> </ul>	<ul style="list-style-type: none"> <li>The trade fair homepage is the starting point for finding more information on the trade fair.</li> <li>4 limited advertising spaces</li> </ul>



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## Digital exposure – online platform

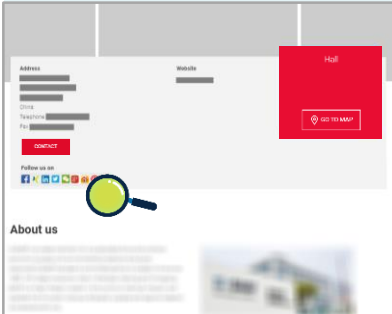
### D04: Link Add-ons

Visitors can access your online shop and social media platform through the Link Add-ons on the company profile!

(a) Social media link

**USD 80 / RMB 500**

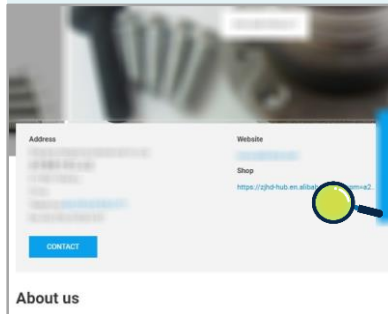
- Add icons and links to your social media pages at: WeChat, LinkedIn, YouTube, Facebook, Twitter, Weibo, Pinterest, Instagram
- For up to 10 links



(b) Shop link

**USD 80 / RMB 500**

- Link to your online shop
- 1 link is available per exhibitor



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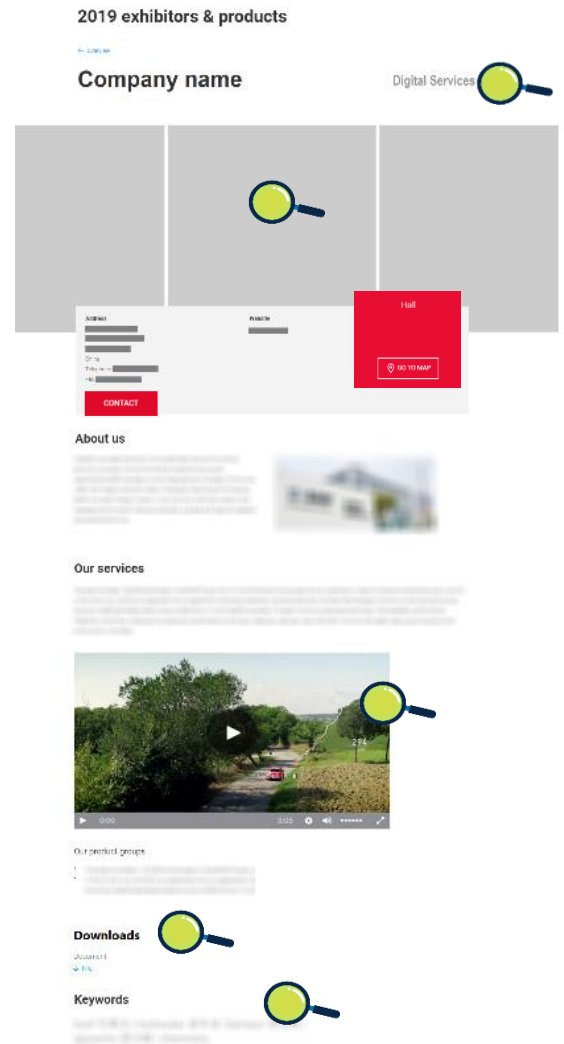
Digital exposure – online platform

D05: Information Add-ons

Visitors will see more contents in your company profile, that increases your brand visibility!

(a) Logo
<b>USD 50 / RMB 300</b>
<ul style="list-style-type: none"> <li>Give a visual representation of company brand</li> </ul>
(c) Video
<b>USD 80 / RMB 500</b>
<ul style="list-style-type: none"> <li>Show videos in your company profile in the fair website's exhibitor search</li> <li>All popular video formats are supported / aspect ratio 16:9 and 4:3 / featured video length up to 5 minutes (longer videos upon request)</li> </ul>
(e) Keyword
<b>USD 20 / RMB 120</b>
<ul style="list-style-type: none"> <li>Exhibitor can be found faster</li> </ul>

(b) Product page
<b>USD 80 / RMB 500</b>
<ul style="list-style-type: none"> <li>Strengthen your presence with additional products and increase the hit rate from potential customers</li> <li>Show your highlights and new products</li> <li>Includes 1 photo and product information in both Chinese and English (2,500 characters each)</li> </ul>
(d) Document download
<b>USD 150 / RMB 1,000</b>
<ul style="list-style-type: none"> <li>Attach document such as product catalogue or company magazine in exhibitor profile</li> <li>Visitors can save the document</li> <li>Format: pdf</li> </ul>



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Digital exposure – online platform


D06: Online banners

The fair's official website [www.techtexsilchina.com](http://www.techtexsilchina.com) is an exclusive spot to draw attention from all attendees. Your advertising message will be delivered promptly and remained potently in audience's mind.

(a) Online banner at exhibitor search – under the header

**USD 1,060 / RMB 7,500**

- 10:1 (1,140 x 114 px)
- Format: jpg / png / gif
- 3 rotations




(b) Online banner at homepage

**USD 750 / RMB 5,300**

- 4:1 (1,140 x 285 px)
- Placement after roughly 1/3 of the page height
- Format: jpg / png / gif
- 3 rotations

30 %



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# Application form

Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
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Fax: +852 2519 6800  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

Item		Price (USD)	Price (RMB)	Qty
D01	Silver Media Package <input type="checkbox"/>			
	<ul style="list-style-type: none"> <li>Company name</li> <li>Booth number</li> <li>Product group</li> <li>Correspondence address</li> <li>Email &amp; website</li> <li>1 company page (picture &amp; description)</li> <li>1 product page (picture &amp; description)</li> <li>3 keywords</li> </ul>	Free (valued at USD130 / RMB900)		
D02	Gold Media Package <input type="checkbox"/>			
	<ul style="list-style-type: none"> <li>Company name</li> <li>Booth number</li> <li>Product group</li> <li>Correspondence address</li> <li>Email &amp; website</li> <li>1 company page (picture &amp; description)</li> <li>5 product pages (picture &amp; description)</li> <li>5 keywords</li> </ul>		USD90 / RMB600  (valued at USD220 / RMB1,500)	
After joining upgraded media package (D01 or D02), add-ons items D03 – D05 can be chosen				
D03	Search Add-ons			
	a) Top Of Search	570	4,000	
	b) Top Of Category	290	2,000	
	c) Front Page Box	570	4,000	
D04	Link Add-ons			
	(a) Social media link	80	500	
	(b) Shop link	80	500	
D05	Information Add-ons			
	(a) Logo	50	300	
	(b) Product page	80	500	
	(c) Video	80	500	
	(d) Document download	150	1,000	
	(e) Keyword	20	120	
D06	Online banner			
	(a) At exhibitor search – under the header 10:1	1,060	7,500	
	(b) At homepage 4:1	750	5,300	
			<b>Total</b>	

**We hereby accept the Terms & Conditions and sign below**

Company name (English) : \_\_\_\_\_

Company name (Chinese) : \_\_\_\_\_

Contact person : \_\_\_\_\_ E-mail : \_\_\_\_\_

Booth No. : \_\_\_\_\_ (\* Leave it blank if you do not receive the booth no.)

Mobile : \_\_\_\_\_ Fax : \_\_\_\_\_

Signature (with company stamp) : \_\_\_\_\_ Date : \_\_\_\_\_

**Terms & Conditions:**

1. Reservation of advertisement space will be arranged on 'first-come-first-serve' basis.
2. The organisers reserve the right to decline any 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. 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.
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 colours of the advertising documents, unless customer had notified the organisers the specified pantone colours code and/or other details.
7. 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.
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 Digital advertising application form is submitted. The customer is liable for the total amount in that case.
12. If exhibitors fail to make payment timely, the organiser reserves the right not to provide corresponding advertising services.
13. The total amount shall be due prior to the provision of the service by the organisers immediately upon receipt of the invoice.  
Hong Kong and Shanghai Banking Corporation Ltd.  
A/C No.: 511-017758-274  
A/C Holder: Messe Frankfurt (HK) Ltd.  
A/C - Type: US\$  
Swift code: hsbchkhkh
14. All bank charges are borne by the exhibitors / sponsors / advertisers.
15. The applicants are also bound by the General Terms and Conditions, available on the website: [www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)
16. In case of any disputes, the organisers reserve the right of final decision.