

**cinte  
techtex**  
CHINA

19 – 21.9.2023

Shanghai New International Expo  
Centre, China  
中国 • 上海新国际博览中心

Digital exposure  
opportunities  
数字化宣传方案

China International Trade Fair for Technical  
Textiles and Nonwovens  
中国国际产业用纺织品及非织造布展览会

**Beyond  
innovation.  
创享未来**

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



messe frankfurt



**CNITA**

## Fair's website

### 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)

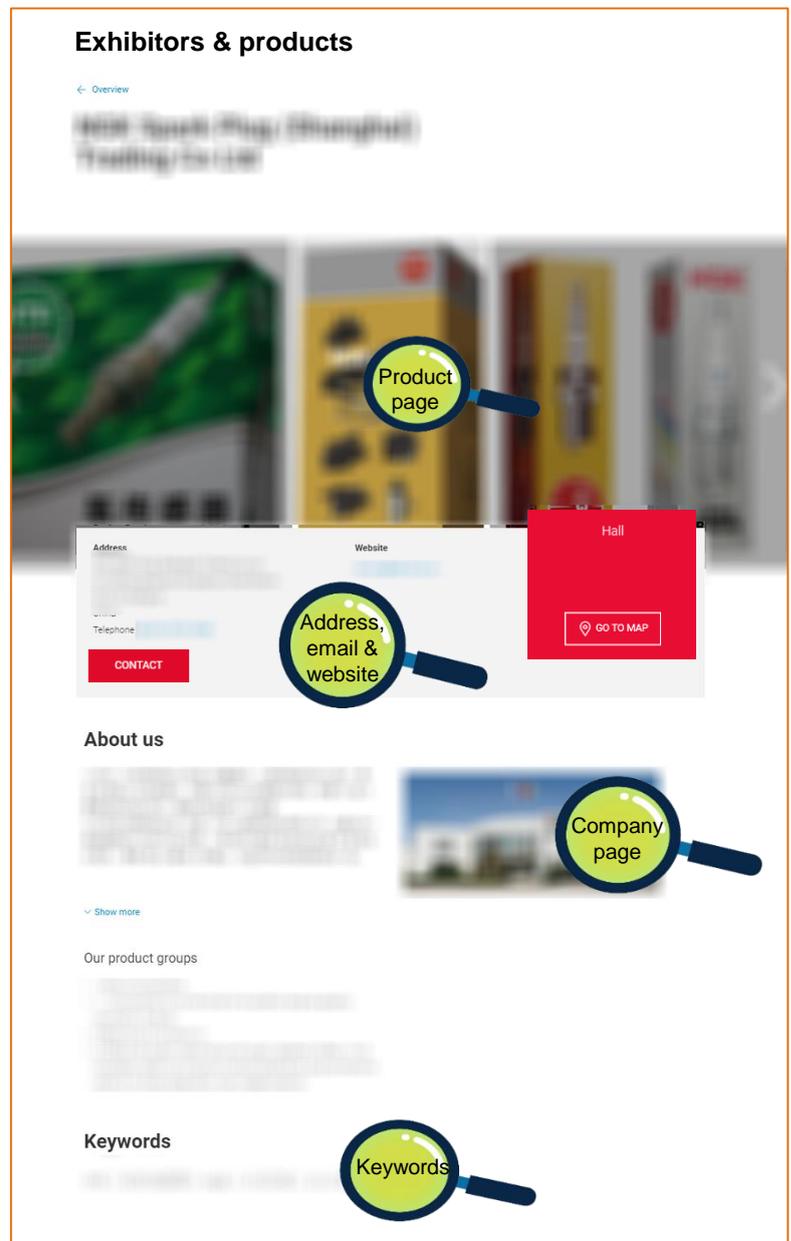
- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 1 product page (picture & description)
- 3 keywords

#### 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) with a top-up price of USD90/RMB600.



Please contact us:

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## Fair's website

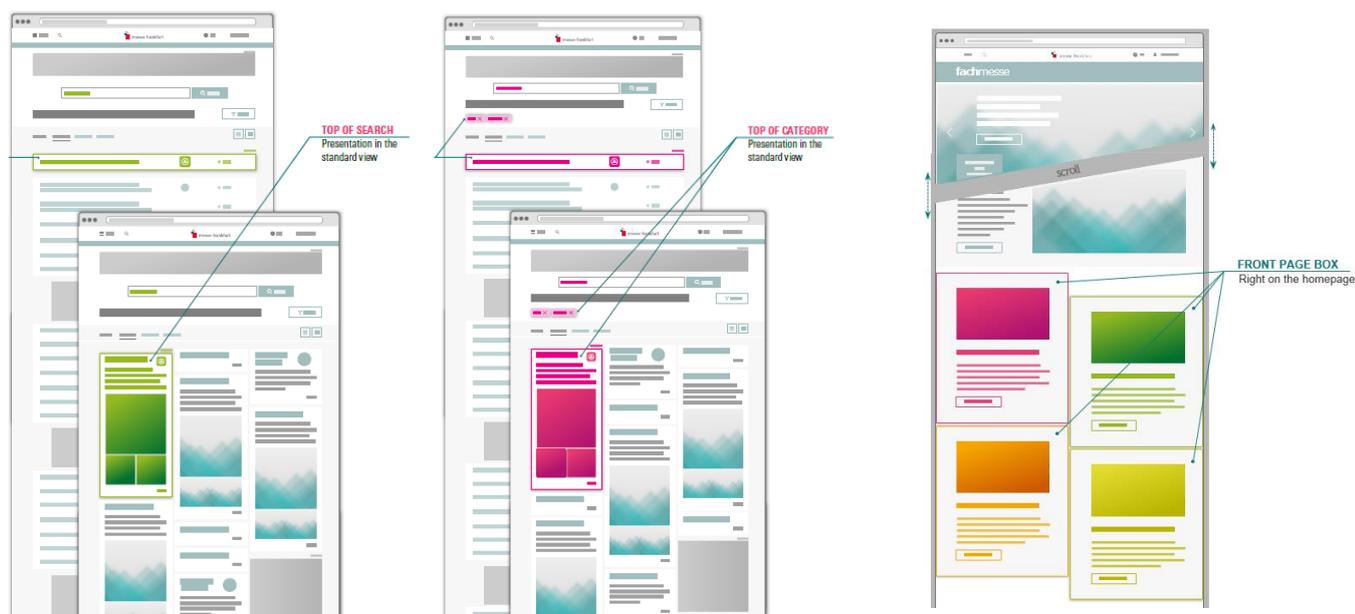
### Add-ons: additional services in the exhibitor and product search on the fair website

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
USD 570 / RMB 4,000	USD 290 / RMB 2,000	USD 570 / RMB 4,000
<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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## Fair's website

### 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

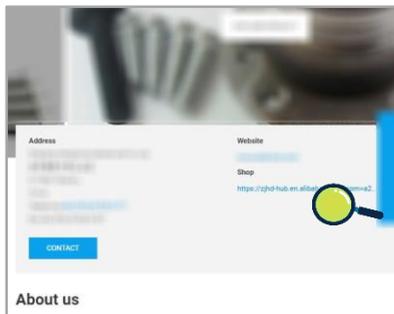
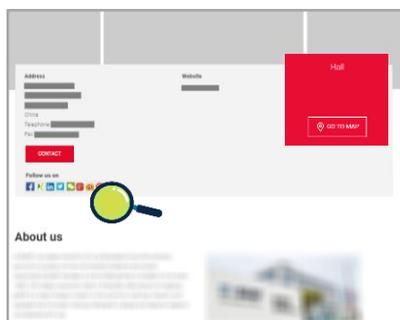
**USD 80 / RMB 500**

- 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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Fair's website

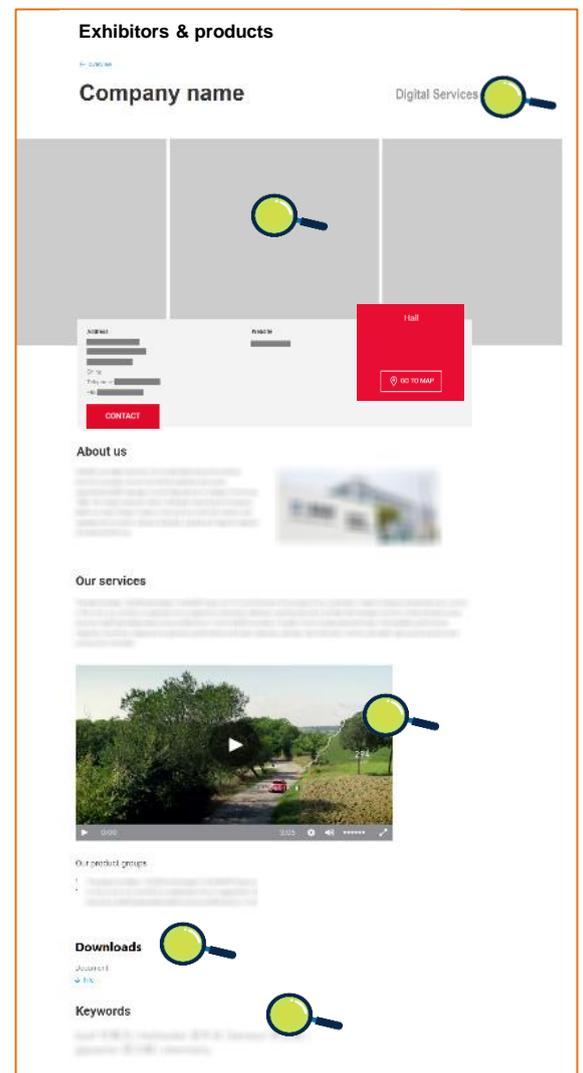
D05: Information Add-ons

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

(a) Logo	(c) Video
USD 50 / RMB 300	USD 80 / RMB 500
<ul style="list-style-type: none"> <li>Give a visual representation of company brand</li> </ul>	<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>

(b) Product page
USD 80 / RMB 500
<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	(e) Keyword
USD 150 / RMB 1,000	USD 20 / RMB 120
<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>	<ul style="list-style-type: none"> <li>Exhibitor can be found faster</li> </ul>

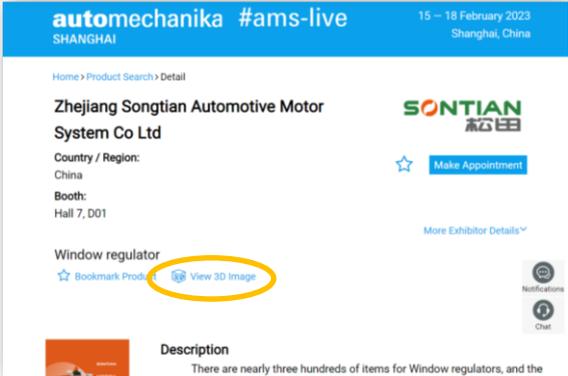
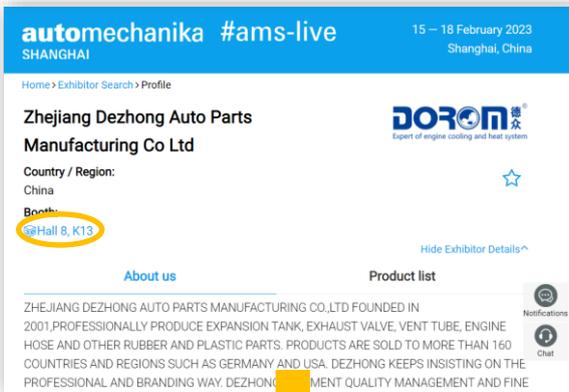


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Digital exposure – online platform

D06: Virtual Reality product and booth panorama

Your product and booth can be presented virtually to the audience.

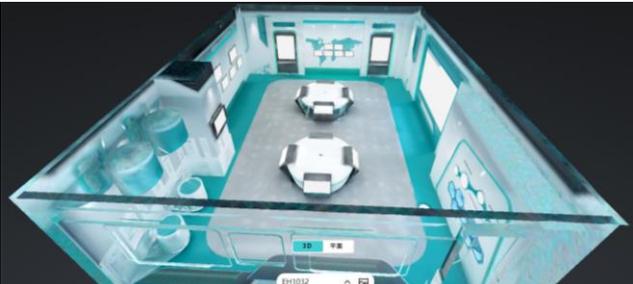
<p>(a) 3D product demonstration</p> <p><b>USD 80 / RMB 500</b></p> <ul style="list-style-type: none"> <li>➤ If a 3D product link is provided by client, USD 30 / RMB 200 will be charged instead</li> <li>➤ A product image with 360° or 720° rotation is displayed on the exhibitor's company page</li> <li>➤ File format: stp、stl、fbx</li> </ul> <p>Reference: <a href="https://eventmf.messefrankfurt-event.com/mf_event/index.html#/pages/product/details?productId=mf_2_a6uj9a00zeip_3090569_10000883202301&amp;exhibitorId=E00000051338&amp;showId=8&amp;brandName=AUTOMECHANIKASHANGHAI&amp;exhibitionId=A4WC0A812195">https://eventmf.messefrankfurt-event.com/mf_event/index.html#/pages/product/details?productId=mf_2_a6uj9a00zeip_3090569_10000883202301&amp;exhibitorId=E00000051338&amp;showId=8&amp;brandName=AUTOMECHANIKASHANGHAI&amp;exhibitionId=A4WC0A812195</a></p>  	<p>(b) Virtual Reality booth panorama + 3D product (one unit)</p> <p><b>USD 150 / RMB 1,000</b></p> <ul style="list-style-type: none"> <li>➤ A production crew will be arranged to take onsite shooting of the booth at the fairground</li> <li>➤ Product or model images will be provided by client for reference</li> </ul> <p>Reference: <a href="https://eventmf.messefrankfurt-event.com/mf_event/index.html#/pages/exhibitor/profile?accountId=A6UJ9A00SY7F&amp;showId=8&amp;brandName=AUTOMECHANIKASHANGHAI&amp;exhibitionId=A4WC0A812195">https://eventmf.messefrankfurt-event.com/mf_event/index.html#/pages/exhibitor/profile?accountId=A6UJ9A00SY7F&amp;showId=8&amp;brandName=AUTOMECHANIKASHANGHAI&amp;exhibitionId=A4WC0A812195</a></p>  
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## Digital exposure – online platform

### D06: Virtual Reality product and booth panorama

Exhibitors can display their products with 3D effect in the VR booth or factory for demonstration. Audience can visualize the product images such as the parts or components in different angles.

<p>(c) Virtual Reality booth panorama + 3D product (six units)</p>	<p>(d) Virtual Reality transparent factory</p>
<p><b>USD 1,300 / RMB 8,800</b></p>	<p><b>USD 2,900 / RMB 20,000</b></p>
<ul style="list-style-type: none"> <li>➤ If a VR booth link is provided by client, USD 150 / RMB 1,000 will be charged instead</li> <li>➤ VR booth will be created upon exhibitor's own selection among the booth templates as provided</li> <li>➤ It will be implemented within 14 days production leadtime</li> </ul>	<ul style="list-style-type: none"> <li>➤ If a VR factory link is provided by client, USD 150 / RMB 1,000 will be charged instead</li> <li>➤ VR factory panorama will be newly shown on AMS Live so as to enhance the online exposure of exhibitor's factory</li> <li>➤ For factory which is located far away, a transportation fee will be involved, please contact the organisers for details</li> </ul>
<p>Reference: <a href="http://beyond.3dnest.cn/play/?m=21e10efa_gXRD_94ad">http://beyond.3dnest.cn/play/?m=21e10efa_gXRD_94ad</a></p>	<p>Reference: <a href="https://beyond.3dnest.cn/play/?m=66cb0338_ZEzV_b6f9">https://beyond.3dnest.cn/play/?m=66cb0338_ZEzV_b6f9</a></p>
	
	

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## Fair's website

### D07: Online advertising banners

Cinte Techttextil China show website [www.techtextilchina.com](http://www.techtextilchina.com) offers an exclusive spot to draw the attention from all attendees. Grab this golden advertising opportunity in no time!

The screenshot shows the website interface for 'messe frankfurt' with a search bar and navigation menu. The main content area is titled 'Exhibitors & products' and features a '2023 Exhibitor Search' section. A red banner is placed above the search results, containing the text 'WELCOME TO CINTE TECHTEXTIL June, 22th to 24th, 2023', 'Shanghai New International Expo Centre (SNIEC) Hall E1 | Booth C02', and 'Meet us CHT GREAT CONNECTIONS WITH CHARACTER'. Below the banner is a search input field with the placeholder 'e.g. product, name of exhibitor...' and buttons for 'SEARCH' and 'FILTER'. The 'All exhibitors' section is visible below the search results.

	Banner location		Dimension Width × Height	USD	RMB
(a)	Homepage Placement of the first banner after approx. 30% page height (3 rotations)	4:1	1,140 × 285 px	750	5,300
(b)	Exhibitors and products page (3 rotations)	10:1	1,140 × 114 px	1,060	7,500

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# Application form

Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
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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	Virtual Reality product and booth panorama			
	a) 3D product demonstration	80	500	
	b) Virtual Reality booth panorama + 3D product (one unit)	150	1,000	
	c) Virtual Reality booth panorama + 3D product (six units)	1,300	8,800	
	d) Virtual Reality transparent factory	2,900	20,000	
D07	Online banner			
	(a) At homepage 4:1	750	5,300	
	(b) At exhibitor search – under the header 10:1	1,060	7,500	
<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 payment notice.

Bank:	Bank of China, Shanghai Branch, Nanjing Road (West) Third Sub-branch
A/C No.:	448159241206
A/C Holder:	MesseFrankfurt (Shanghai) Co., Ltd
Swift code:	BKCHCNBJ300
A/C Type:	US\$
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. The rules and regulations are bound by the General Terms and Conditions (which are available at <https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html>). Upon this signed application, clients agree to comply with both the General Terms and Conditions, as well as the terms and conditions listed on this application form. In case of any disputes, the organisers reserve the right of final decision.