

**cinte  
techtextil**  
CHINA

2025.9.3 – 5

Shanghai New International  
Expo Centre, China

China International Trade Fair for Technical  
Textiles and Nonwovens

# Beyond innovation.

## Digital Services

Omni-channel digital reach  
Precise digital targeting



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

PERFORMANCE.

FUNCTION.

FUTURE.

part of

**TEXPERTISE**  
the textile business network



## 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.techtextilchina.com](http://www.techtextilchina.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

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

#### D02: Upgrade Top-up Digital Package

(a) Top-up Digital Package I (item 1 & 2, USD 190 / RMB 1,500)

(b) Top-up Digital Package II (item 1 & 3, USD 430 / RMB 3,500)

##### 1) Gold Media Package

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

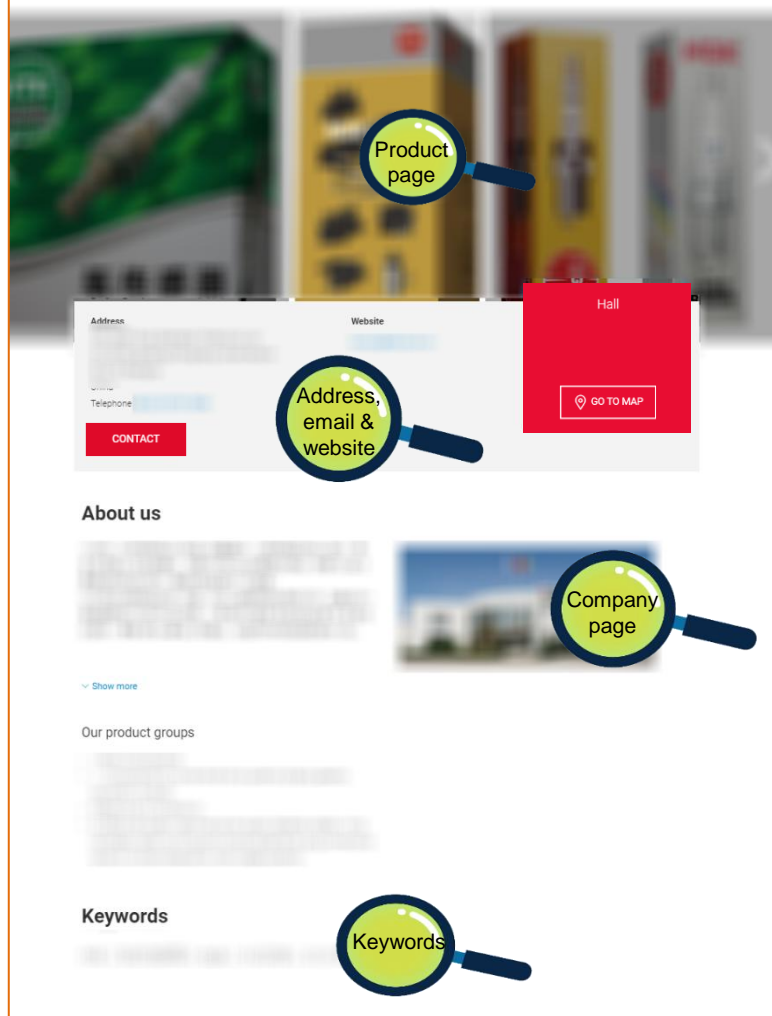
##### 2) Social media link, Document download

##### 3) Front page box on Cinte Techtextil China's website

#### Exhibitors & products

← Overview

2018 Trade Fair (Shanghai)  
Textile / Fashion



Please contact us:

**Messe Frankfurt (HK) Ltd**

Contact: Ms Wendy Lip / Mr Gino Zhao

Tel: +852 2230 9247 / +852 2230 9203 / +86 21 6060 8428

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## Fair's website

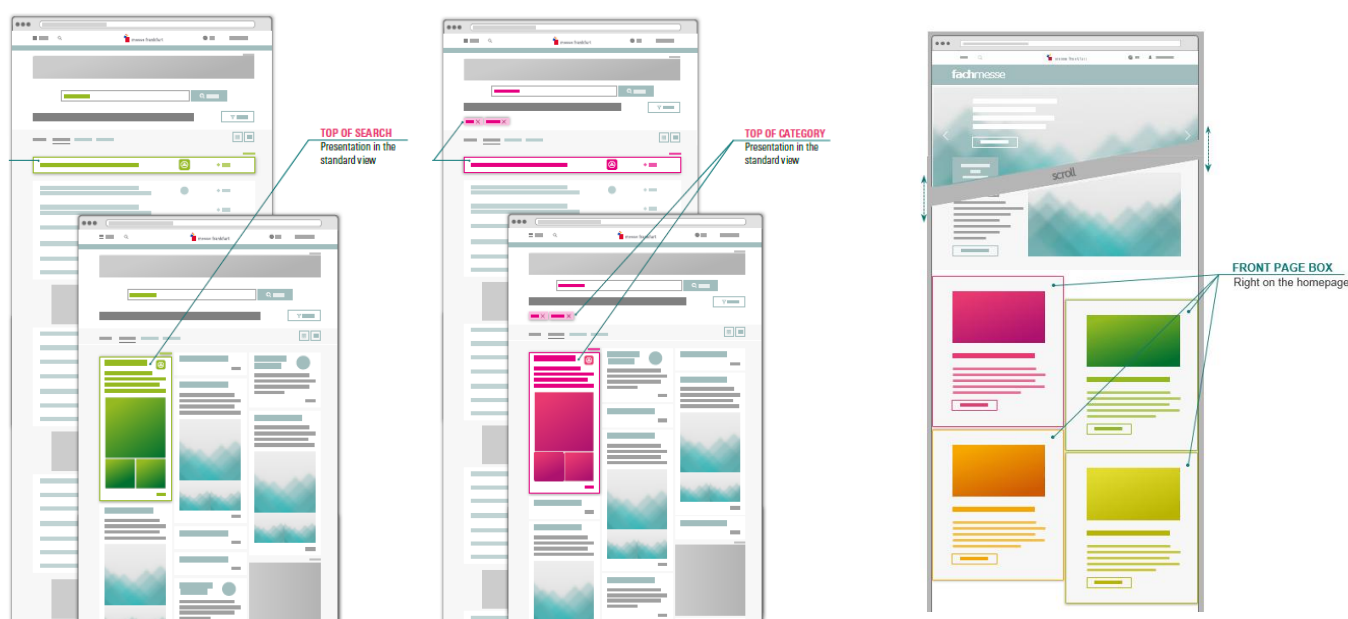
### Add-ons: additional services in the exhibitor and product search on the fair website

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**

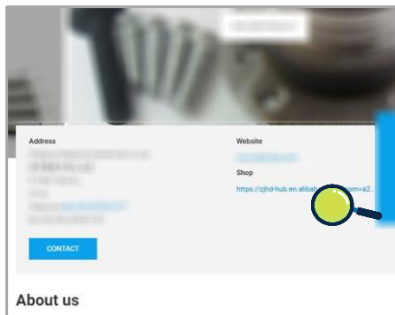
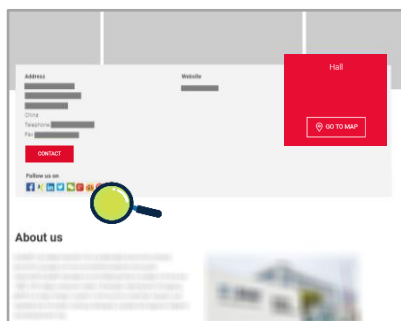
- Add icons and links to your social media pages at: WeChat, LinkedIn, YouTube, Facebook, X, Weibo, Pinterest, Instagram

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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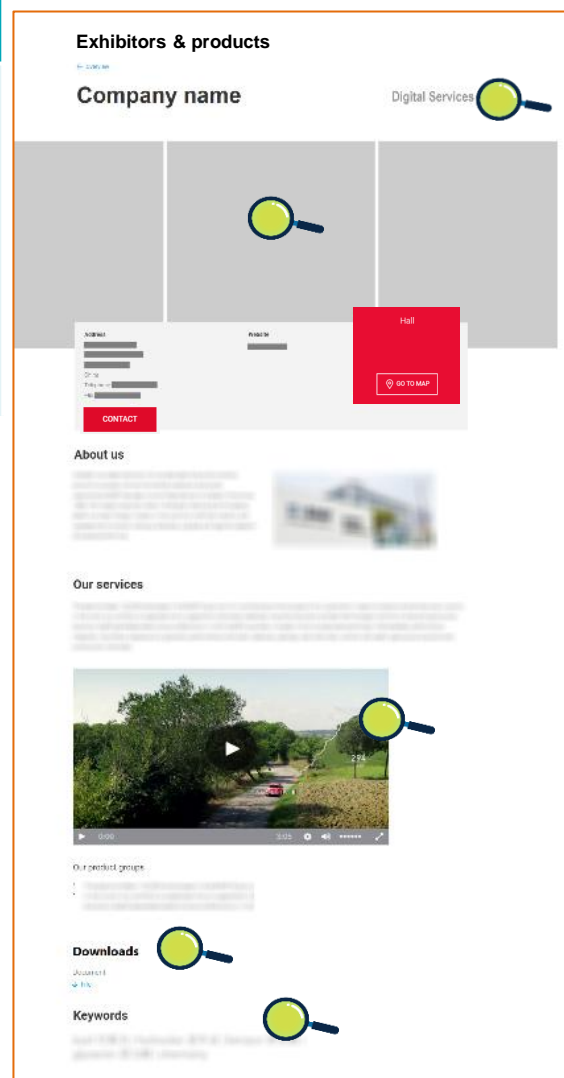
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

## Fair's website

### D05: Information Add-ons

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

|  |   |
|--|---|
| (a) Logo   | (b) Product page  |
| USD 80 / RMB 500   | 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>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> |
| (c) Video  | (d) Document download   |
| USD 80 / RMB 500   | USD 150 / RMB 1,000   |
| <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> | <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>   |
| (e) Keyword  | (f) Press information   |
| USD 20 / RMB 120   | USD 150 / RMB 1,000   |
| <ul style="list-style-type: none"> <li>Exhibitor can be found faster</li> </ul>  | <ul style="list-style-type: none"> <li>Via the search function on the event website, journalists and visitors can search for press releases</li> <li>Show press release on the exhibitor's company page</li> <li>Format: pdf</li> </ul>   |



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## D06: Online advertising banners

Cinte Techtextil 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!

WELL CENTRE  
June, 2020 to

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All exhibi

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# Application form

Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

| D01  | Silver Media Package (Free offer) |   | D02(a)  | <input type="checkbox"/> Top-up Digital Package I (item 1 & 2) (USD 190 / RMB 1,500)  |     |  |
|--|-----------------------------------|---|---|---|-----|--|
|  |                                   |   | D02(b)  | <input type="checkbox"/> Top-up Digital Package II (item 1 & 3) (USD 430 / RMB 3,500) |     |  |
| <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> |                                   |   | <b>1) Gold Media Package</b> <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> <b>2) Social media link, Document download</b><br><b>3) Front page box on Cinte Techtextil China's website</b> |   |     |  |
| After joining upgraded media package (D01 or D02), add-ons items D03 – D05 can be chosen   |                                   |   |   |   |     |  |
| Item   |                                   |   | Price (USD)   | Price (RMB)   | Qty |  |
| 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  | 80  | 500   |     |  |
|  |                                   | (b) Product page                                | 80  | 500   |     |  |
|  |                                   | (c) Video                                       | 80  | 500   |     |  |
|  |                                   | (d) Document download                           | 150   | 1,000   |     |  |
|  |                                   | (e) Keyword                                     | 20  | 120   |     |  |
|  |                                   | (f) Press information                           | 150   | 1,000   |     |  |
| D06  | 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:       | Hong Kong and Shanghai Banking Corporation Ltd |
| A/C No.:    | 511-017758-274                                 |
| A/C Holder: | Messe Frankfurt (HK) Ltd                       |
| Swift code: | hsbchkhhkh                                     |
| 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.