

**Digital
exposure
opportunities**



SIAF GUANGZHOU

SPS – Industrial Automation Fair Guangzhou
广州国际工业自动化技术及装备展览会

**SPS in China
Paving the way for
smart manufacturing
markets in South China**

3 – 5.3.2022

China Import and Export Fair Complex
(Pazhou), Guangzhou, China

www.spsinchina.com



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.spsinchina.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 RMB 900)

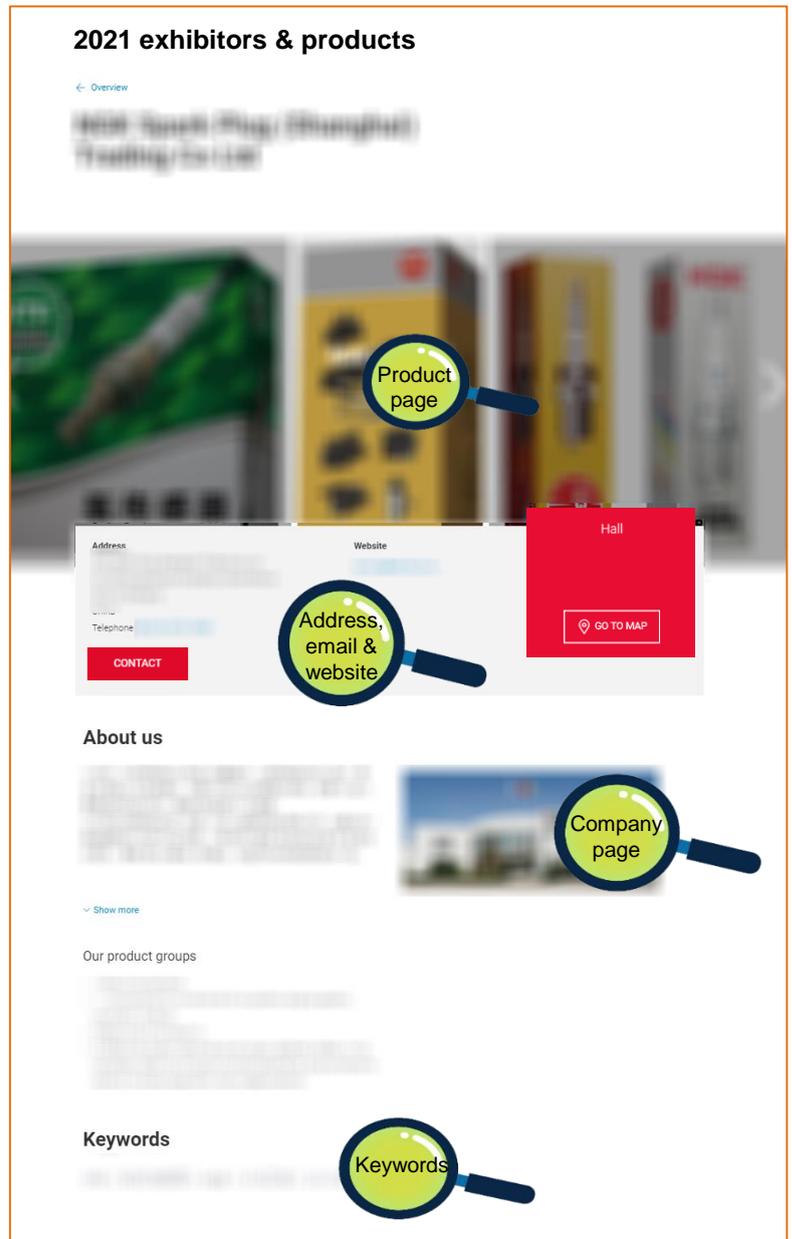
- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 1 product page (picture & description)
- 3 keywords

D02: Upgrade Gold Media Package

RMB 600 (valued at 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 RMB1,500) with a top-up price of RMB600.



2021 exhibitors & products

← Overview

2021 Booth (Pkg) (Shanghai)
Trading Co. Ltd

Product page

Address Website

Telephone

CONTACT

Hall

GO TO MAP

Address, email & website

About us

Company page

Show more

Our product groups

Keywords

Please contact us:

Messe Frankfurt (HK) Ltd

Contact: Ms Wendy Lip / Mr Gino Zhao

HK Tel: +852 2230 9247/ +852 2230 9203

China Tel: +86 21 6060 8428

HK Fax: +852 2519 6800

Email: digital@hongkong.messefrankfurt.com

Fair's website

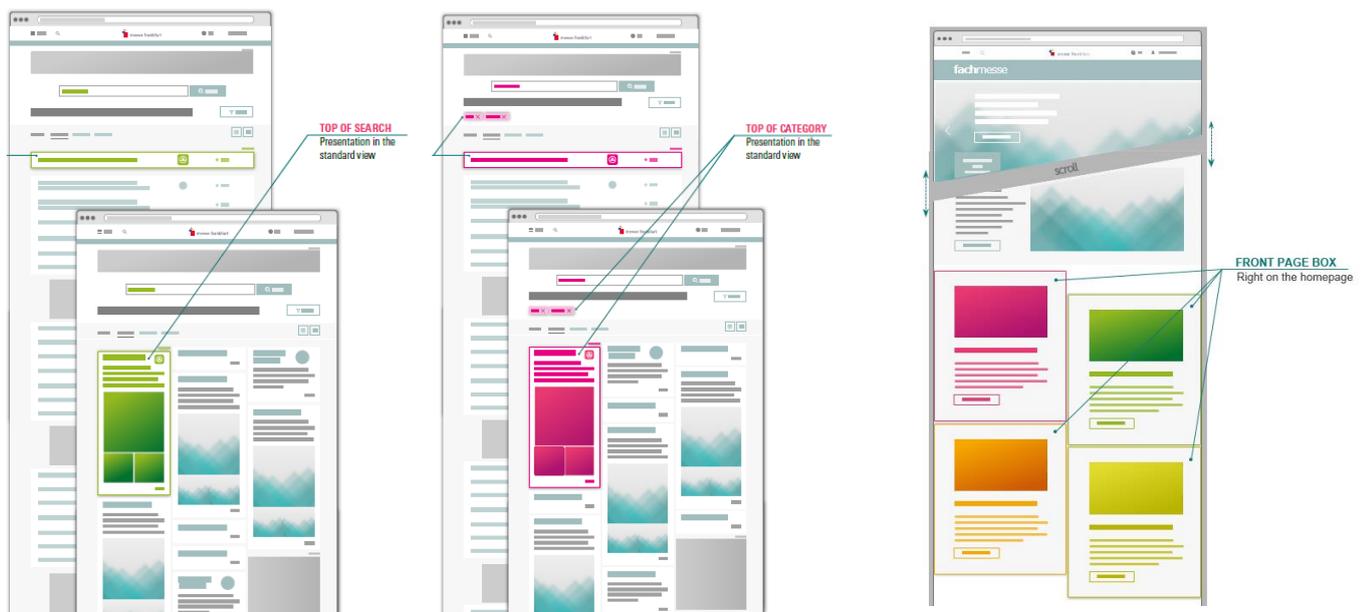
Add-ons: additional services in the exhibitor and product search on the fair website

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



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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

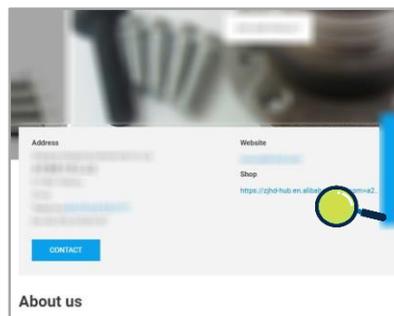
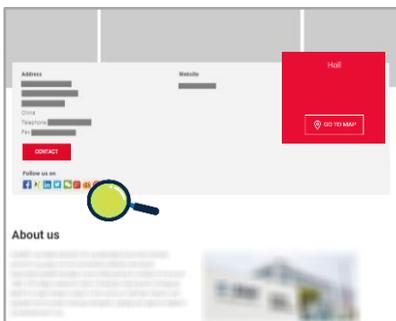
RMB 500

- 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

RMB 500

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



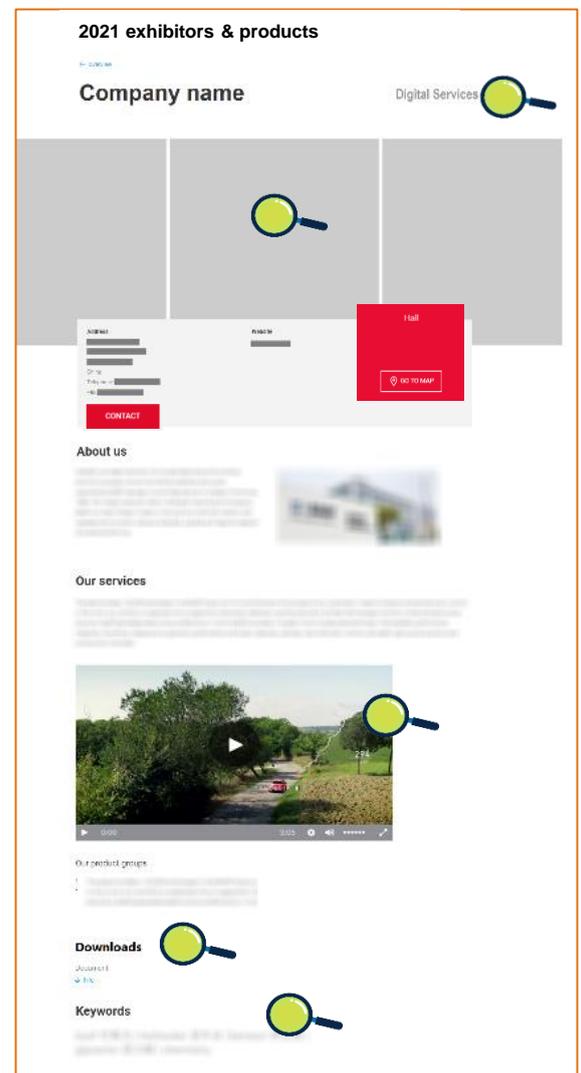
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Fair's website

D05: Information Add-ons

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

(a) Logo	(c) Video
RMB 300	RMB 500
<ul style="list-style-type: none"> ➤ Give a visual representation of company brand 	<ul style="list-style-type: none"> ➤ Show videos in your company profile in the fair website's exhibitor search ➤ All popular video formats are supported / aspect ratio 16:9 and 4:3 / featured video length up to 5 minutes (longer videos upon request)
(b) Product page	
RMB 500	
<ul style="list-style-type: none"> ➤ Strengthen your presence with additional products and increase the hit rate from potential customers ➤ Show your highlights and new products ➤ Includes 1 photo and product information in both Chinese and English (2,500 characters each) 	
(d) Document download	(e) Keyword
RMB 1,000	RMB 120
<ul style="list-style-type: none"> ➤ Attach document such as product catalogue or company magazine in exhibitor profile ➤ Visitors can save the document ➤ Format: pdf 	<ul style="list-style-type: none"> ➤ Exhibitor can be found faster



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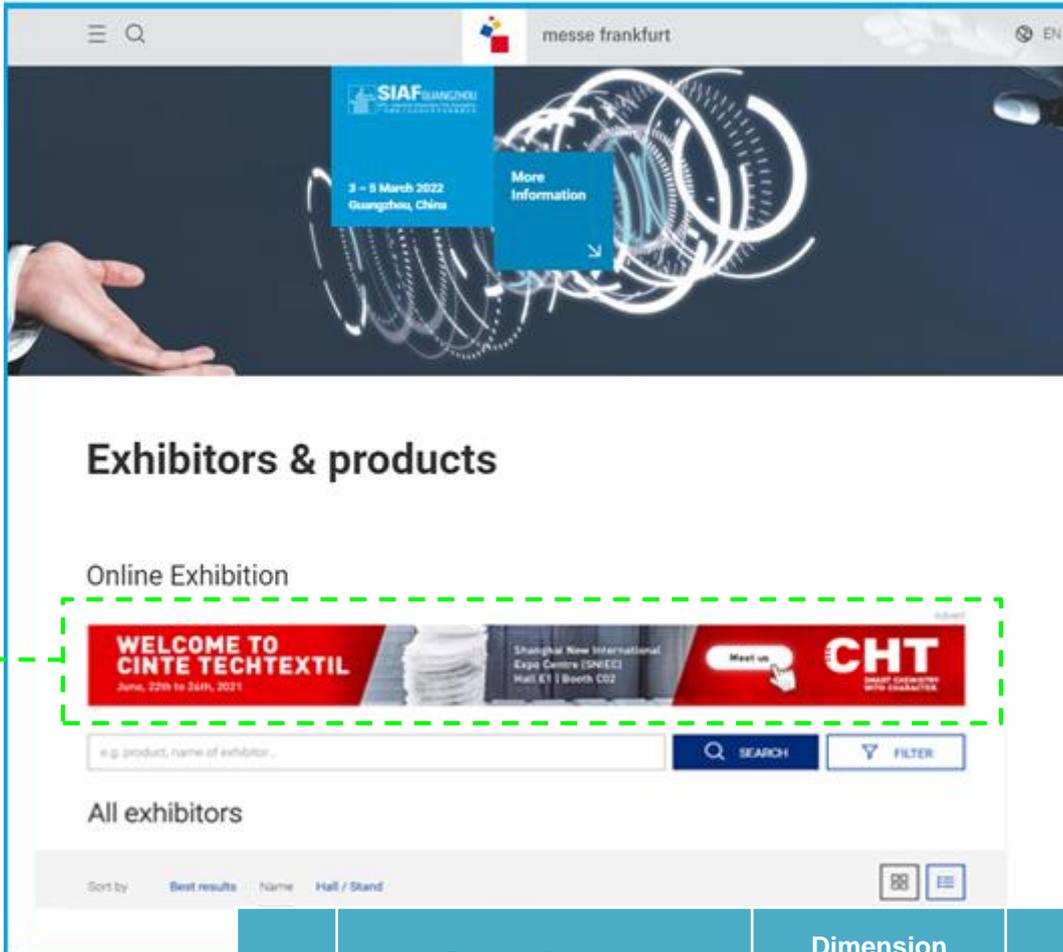
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Fair's website

D06: Online advertising banners

SPS -Industrial Automation Fair (SIAF) Guangzhou show website www.spsinchina.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 the SIAF Guangzhou fair. At the top, there is a navigation bar with the 'messe frankfurt' logo and a search icon. Below this is a large banner for the SIAF Guangzhou event, dated 3-5 March 2022 in Guangzhou, China. A 'More Information' button is visible. The main content area is titled 'Exhibitors & products' and features an 'Online Exhibition' section. A red banner for 'WELCOME TO CINTe TECHTEXTIL' is highlighted with a green dashed box. Below this banner is a search bar with the placeholder text 'e.g. product, name of exhibitor...' and buttons for 'SEARCH' and 'FILTER'. The 'All exhibitors' section is visible below the search bar.

	Banner location		Dimension Width × Height	RMB
(a)	Homepage Placement of the first banner after approx. 30% or 60% of the page height (3 rotations)	4:1	1,140 × 285 px	5,300
(b)	Exhibitors and products page (3 rotations)	10:1	1,140 × 114 px	7,500

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Digital exposure – mobile platform

D07: WeChat visitor service account banner

Messe Frankfurt visitor service account (WeChat ID: mf-visitor) provides service for China and international visitors, such as providing the latest fair information, visitor pre-registration, online customer service and more.

(a) Users' account – Visitor registration page

RMB 15,000

- 748 x 1110 px (include ad bar 748W x 50H)
- Include 1 URL
- Quota: 3

(b) Registration confirmation page

RMB 12,000

- 748 x 1180 px (include ad bar 748W x 50H)
- This Ad will be shown after the registration QR code and before the terms & conditions at the page.
- Include 1 URL
- Offer to one exhibitor only



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Application form

D01	Silver Media Package <input type="checkbox"/>	D02	Gold Media Package <input type="checkbox"/>	
<ul style="list-style-type: none"> Company name Booth number Product group Correspondence address Email & website 1 company page (picture & description) 1 product page (picture & description) 3 keywords 		Free (valued at RMB 900)	<ul style="list-style-type: none"> Company name Booth number Product group Correspondence address Email & website 1 company page (picture & description) 5 product pages (picture & description) 5 keywords 	RMB 600 (valued at RMB 1,500)
After joining upgraded media package (D01 or D02), add-ons items D03 – D05 can be chosen				
Item			Price (RMB)	Qty
D03	Search Add-ons	(a) Top Of Search	4,000	
		(b) Top Of Category	2,000	
		(c) Front Page Box	4,000	
D04	Link Add-ons	(a) Social media link	500	
		(b) Shop link	500	
D05	Information Add-ons	(a) Logo	300	
		(b) Product page	500	
		(c) Video	500	
		(d) Document download	1,000	
		(e) Keyword	120	
D06	Online banner	(a) At homepage 4:1	5,300	
		(b) At exhibitor search – under the header 10:1	7,500	
D07	WeChat visitor service account banner	(a) Users' account – Visitor registration page	15,000	
		(b) Registration confirmation page	12,000	
Total				

We hereby accept the Terms & Conditions and sign below

Company name (English) : _____

Company name (Chinese) : _____

Contact person : _____ Booth No. : _____

Tel / Cell phone : _____ Fax : _____ E-mail : _____

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
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.