OUR COMPETENCE, YOUR INNOVATION.

bauma CHINA, Shanghai, SNIEC, November 27-30, 2018
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You may wonder how to maximize your show effect on the largest construction and mining machinery show in Asia!

- How to distinguish your company from the masses and get the attention of 200,000 visitors?
- How to stand out from 3,000 exhibitors?
- How to attract your target customers swarming into your booth?

Get all the answers from “bauma CHINA 2018 Marketing Services”

“bauma CHINA 2018 Marketing Services” offers good ideas for your exhibition promotion strategy from the online promotion to onsite advertising.

### Pre-show
- 3.1 Banner on eNewsletter Blast
- 3.2 Customized EDM
- 3.3 AD on Pre-registration Homepage
- 3.4 AD on Registration Confirmation Letter
- 3.5 AD on WeChat Registration homepage and WeChat E-badge
- 3.6 SMS Invitation
- 3.7 WeChat Promotion
- 3.8 AD on Official Show Website
- 4.1 Full-page AD in Visitor Invitation

### During the Show
- 4.1 Full-page AD in Visitor Invitation
- 3.4 AD on Registration Confirmation Letter
- 3.5 AD on WeChat Registration homepage and WeChat E-badge
- 3.6 SMS Invitation
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- 3.8 AD on Official Show Website
- 4.2 Full-page AD in Visitor Ticket
- 4.3 Overview Plan
- 5. On-site Promotion
- 6. AD in the SNIEC
- 7. AD around the SNIEC

Exhibitors: 3,000+
Visitors: 200,000+
1. Integrated Package

1.1 Integrated Package 1

- 5 Corridor Hanging Banner
- 1 Entrance Square Billboard
- 1 SMS Invitation
- 1 Customized EDM
- 1 Banner in eNewsletter Blast
- 2 WeChat Message Promotion
- 1 logo in Overview Plan

* AD Image and text are provided by the sponsor

Booking deadline: 2018.09.15

Price: RMB 178,000

1.2 Integrated Package 2

- 1 Corridor Hanging Banner
- 1 Entrance Square Billboard
- 1 Banner in eNewsletter Blast
- 2 WeChat Message Promotion
- 1 logo in Overview Plan

* AD Image and text are provided by the sponsor

Booking deadline: 2018.09.15

Price: RMB 98,000
## 2. Online Package

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<tr>
<td>1 logo in Overview Plan</td>
<td>2.14</td>
<td>RMB 20,000</td>
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### Price:
- RMB 80,000
- RMB 50,000
- RMB 20,000

*AD Image and text are provided by the sponsor*

**Booking deadline: 2018.09.15**
3. Online AD

3.1 Banner in eNewsletter Blast

- AD on official eNewsletter sent to key visitors
- Release booth and products information in advance to get more attention
- Banner will be directly linked to your URL

- AD Form: JPG / PNG
- AD Size: 650x100 pixel (150 dpi)
- Quantity: 4 issues / 1 issue

* Image file is provided by the sponsor
  The issue date will be subject to organizer’s marketing plan but shall be discussed by both parties

Booking deadline: 2 weeks before launching the AD

Price: RMB 20,000 / 4 issues
RMB 6,000 / 1 issue

3.2 Customized EDM

- e-Newsletter customized for your purpose and sent to key visitors
- The most efficient way to promote your booth information and product / event preview

- AD Form: HTML
- AD Size: HTML
- Quantity: 1 issue

* Content should be made into HTML file and be provided by the sponsor
  The issue date will be subject to organizer’s marketing plan but shall be discussed by both parties

Booking deadline: 2 weeks before sending the EDM

Price: RMB 30,000
3. Online AD

3.3 AD on Pre-registration Homepage

- The must-read page for visitor pre-registration has an average time on Page of 5 minutes per person
- Maximum Exposure to all the pre-registrants

- AD Form: JPG / PNG
- AD Size: 650x100 pixel (150 dpi)
- Quantity: Any 1 month from Sep. – Nov.
  3-month exclusive AD from Sep. – Nov.

* Image file is provided by the sponsor

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Booking deadline: 2 weeks before launching the AD
Price: RMB 20,000 / Any 1 month from Sep. – Nov.
RMB 68,000 / 3-month exclusive AD from Sep. – Nov.

3.4 AD on Registration Confirmation Letter

- Feature your banner on the prominent page of registration confirmation letter which will be printed by all pre-registrants and brought to the show
- Significantly drive the traffic to your booth

- AD Form: JPG / PNG
- AD Size: 650x100 pixel (150 dpi)
- Quantity: Any 1 month from Sep. – Nov.
  3-month exclusive AD from Sep. – Nov.

* Image file is provided by the sponsor

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Booking deadline: 2 weeks before launching the AD
Price: RMB 20,000 / Any 1 month from Sep. – Nov.
RMB 68,000 / 3-month exclusive AD from Sep. – Nov.
3. Online AD

3.5 AD on WeChat Registration homepage and WeChat E-badge

- Over 50% visitors register via WeChat platform and get the E-badge
- Effective and targeted advertisement on pre-registration page with long visit time

- AD Form: JPG / PNG
- AD Size: 750x180 pixel (150 dpi)
- Quantity: Any 1 month from Sep. – Nov.
  3-month exclusive AD from Sep. – Nov.

* Image file is provided by the sponsor

Booking deadline: 2 weeks before launching the AD

Price: RMB 20,000 / Any 1 month from Sep. – Nov.  
RMB 68,000 / 3-month exclusive AD from Sep. – Nov.

3.6 SMS Invitation

- Send your booth information via SMS to 200,000 key visitors before and during the show to invite target customers to visit your booth

- AD Form: TEXT
- AD Size: 1 message: within 70 characters (incl. punctuation)
  2 messages: within 134 characters (incl. punctuation)
  Message must include the words 【慕尼黑展览】 and 回 TD 退订, which are calculated in the characters
- Quantity: 1 message / time, 2 messages / time

* SMS content is provided by the sponsor

Booking deadline: 2 weeks before sending the SMS

Price: RMB 30,000 / 1 message / time  
RMB 50,000 / 2 messages / time
3. Online AD

3.7 WeChat Promotion

- WeChat is the most popular social media in China
- Share your company information, latest products/services on bauma CHINA WeChat platform with 80,000+ core followers
- Greatly boost the target visitor traffic to your booth

  - 1: Headline image AD
  - AD Form: JPG / PNG / GIF
  - 2: Non-headline WeChat Message
  - AD Form 2: Provide WeChat message link or the message content
  - Position of advert is due to booking time
  - 1+2: A package of image and article AD
  - Quantity: 1 issue

* Ads are provided by the sponsor
The issue date will be subject to organizer’s marketing plan but shall be discussed by both parties.

Booking deadline:
2 weeks before sending

Price: RMB 5,000 / Headline image AD
RMB 10,000 / Non-headline WeChat Message
RMB 12,000 / A package of image and article AD

3.8 AD on Official Website

- Banner on official website with good visits during the whole show period
- Pageview up to over 50,000 times/day at the peak time

  - 1: Stage Banner on homepage
  - AD Form: 980x360 pixel, 660x250 pixel, 320x200 pixel (150 dpi)
  - 2: Banner on homepage and all web pages
  - AD Form: 120x600 pixel (150 dpi)
  - Quantity: Any 1 month from May. – Aug.
  - Any 1 month from Sep. – Nov.

* Image file is provided by the sponsor

Booking deadline:
2 weeks before launching the AD

Price: Stage Banner on homepage
RMB 15,000 / Any 1 month from May. – Aug.
RMB 25,000 / Any 1 month from Sep. – Nov.

Banner on homepage and all web pages
RMB 10,000 / Any 1 month from May. – Aug.
RMB 15,000 / Any 1 month from Sep. – Nov.
4. AD in Printings

4.1 Full-page AD in Visitor Invitation

- Increase your company's recognition to over **400,000** target trade visitors via media and association partners database
- Opportunity to show your company's latest information among potential customers in advance

- AD Form: A full-page back cover colour AD
- AD Size: 105(W)x210(H)mm (+3 mm bleed)
- Quantity: 400,000 copies

* AD design is provided by the sponsor  
Visitor Invitations are made and mailed by organizer

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Booking deadline: 2018.06.30

Price: RMB 150,000

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4.2 Full-page AD in Visitor Ticket

- The ticket will be taken by each visitor who registers onsite
- Your onsite event coupon can be printed on the ticket to drive more traffic to your booth

- AD Form: A piece of colour AD
- AD Size: as appropriate to the actual size of ticket
- Quantity: 50,000 copies

* AD design and all visitor gifts (if needed) are provided by the sponsor 
Visitor Tickets are made by the organizer

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Booking deadline: 2018.10.20

Price: RMB 100,000
4. AD in Printings

4.3 Overview Plan

- AD in the Overview Plan, the most useful onsite material, will be delivered to about 200,000 visitors

- AD Form 1: A full-page back cover colour AD
  - AD Size: 285(W)x210(H)mm (+3mm bleed)
  - Quantity: 200,000 copies

- AD Form 2: LOGO display
  - AD Size: A 300 dpi image file or PSD/AI file
  - Quantity: 1 logo

* AD design or Logo is provided by the sponsor
Overview Plans are made by the organizer

Booking deadline: 2018.10.20

Price: RMB 100,000 / A full-page back cover colour AD
RMB 15,000 / LOGO display
5. On-site Promotion

5.1 Visitor Lanyard

- The exclusive sponsorship of visitor lanyard is an excellent opportunity to boost your brand engagement over the whole exhibition period

- Quantity: 120,000 pieces

* AD design is provided by the exhibitor and must be approved by the organizer
Visitor Lanyards are made and distributed by the organizer

Booking deadline: 2018.09.20

Price: RMB 720,000

5.2 Visitor Badge

- The exclusive sponsorship of show badge will show your company name, logo and booth number to all the visitors
- Great for company branding and drive traffic to your booth

- AD Size: 100(W)mm x 35(H)mm (+3 mm bleed)
- Quantity: 150,000 pieces

* AD design is provided by the exhibitor and must be approved by the organizer
Visitor Badges are made by the organizer

Booking deadline: 2018.09.20

Price: RMB 500,000
5. On-site Promotion

5.3 Show Bag

- The walking advertisement with your logo and booth information is a very cost-effective way for company exposure

- Quantity: 120,000 pieces

* AD design and production are provided by the sponsor and must be approved by the organizer. bauma CHINA logo must be printed on Show Bags

Booking deadline: 2018.08.20

Price: RMB 200,000 and show bags

5.4 Official Waterproof Windbreaker

- Your logo will be printed on the official waterproof windbreaker which is the designated uniform of onsite staff

- Quantity: 200 pieces

* Clothing purchases and logo print are afforded by the sponsor and must be approved by the organizer. bauma CHINA logo must be printed on clothings

Booking deadline: 2018.08.20

Price: RMB 100,000
5. On-site Promotion

5.5 Gift for Pre-registrants

- The gifts will be presented to all the pre-registrants
  Exceptional marketing opportunity

- Quantity: 80,000 pieces

* Customized gifts purchases and design are provided by the sponsor and must be approved by the organizer
  bauma CHINA logo must be printed on gifts

Booking deadline: 2018.09.20

Price: RMB 100,000 and gifts
6. AD in the SNIEC

6.1 Movable Signpost

- Company’s key vision and booth number on the signpost that will be placed at eye-catching location outdoors

- AD Location: Clearly visible position at the square out of the hall
- AD Size: 4(W)x5(H)m
- Quantity: 1 side / 3 sides

* AD design is provided by the sponsor and must be approved by the organizer. Movable signposts are made by the organizer.

Booking deadline: 2018.09.21

Price: RMB 40,000 / 1 side  
RMB 100,000 / 3 sides

6.2 Corridor Hanging Banner

- Suspended advertisements lead visitors to your booth
- Catch visitors’ attentions by intensive advertisements

- AD Location: 1# South Entrance to Hall E1  
  3# East Entrance to Hall E7
- AD Size: 3.5(W)x0.7(H)m
- Quantity: 10 pcs / set

* AD design is provided by the sponsor and must be approved by the organizer. Banners are made by the organizer.

Booking deadline: 2018.09.21

Price: RMB 100,000
6. AD in the SNIEC

6.3 Entrance Hall Hanging Banner

- The most striking AD in the entrance hall and no visitor will miss it
- AD Location: 1# South Entrance Hall
- AD Size: 4(W)x5(H)m
- Quantity: 1 piece, 4 pcs / set
- AD Location: 3# East Entrance Hall
- AD Size: 3(W)x5(H)m
- Quantity: 1 piece

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21

Price: RMB 35,000 / 1# South Entrance Hall / 1 piece
RMB 138,000 / 1# South Entrance Hall / 4 pcs / set
RMB 30,000 / 3# East Entrance Hall / 1 piece

6.4 AD above arch in 1#
South Entrance Hall

- The AD on the golden position of the south entrance hall and only 2 pieces of AD are available
- AD Location: 1# South Entrance Hall
- AD Size: 8(W)x5(H)m
- Quantity: 1 piece, 2 pcs / set

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21

Price: RMB 60,000 / 1 piece
RMB 100,000 / 2 pcs / set
6. AD in the SNIEC

6.5 Movable AD Board in 2# North Entrance Hall

- The North Entrance Hall is nearby the metro and your AD will have an excellent exposure

- AD Location: 2# North Entrance Hall
- AD Size: 4(W)x3(H)m
- Quantity: 1 piece

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21
Price: RMB 30,000

6.6 LED Screen AD

- The only official multimedia display to play your advertising video and bauma CHINA video on a loop

- AD Location: As appropriate
- AD Size: 4(W)x3(H)m
- Quantity: 1 piece

* Video is provided by the sponsor and must be approved by the organizer
LED screen is provided by the organizer

Booking deadline: 2018.09.21
Price: RMB 150,000
6. AD in the SNIEC

NEW  6.7 AD on Outside Glass Hall Wall

- The very striking AD to attract the attention of visitors passed by the Outdoor Area
  - AD Location: Hall E1 to South Entrance Hall
  - AD Size: 8.4(W)x2.37(H)m
  - AD Location: Hall N1 to North Entrance Hall
  - AD Size: 8.45(W)x3.57(H)m
  - AD Location: Hall W5 to North Entrance Hall
  - AD Size: 11.04(W)x4.64(H)m
  - AD Location: Hall E7 to East Entrance Hall
  - AD Size: 33.12(W)x4.64(H)m
  - Quantity: 1 piece

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21

Price: RMB 50,000 / Hall E1 to South Entrance Hall
RMB 50,000 / Hall N1 to North Entrance Hall
RMB 60,000 / Hall W5 to North Entrance Hall
RMB 138,000 / Hall E7 to East Entrance Hall

6.8 Corridor Billboard

- AD on corridor billboard that will be placed at eye-catching location to attract visitors’ attentions and lead them to your booth
  - AD Location: Hall W1 to W5
    Hall E1 to E7
    Hall N1 to N5
  - AD Size: 6(W)x3(H)m
  - Quantity: 1 piece

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21

Price: RMB 22,000 / Hall W1 to W5 / Hall E1 to E7
RMB 20,000 / Hall N1 to N5
6. AD in the SNIEC

6.9 Corridor Post

- The eye-catching corridor post can be placed in several positions to attract the visitors

- AD Location: Hall W1 to W5 / Hall E1 to E7 / Hall N1 to N5
- AD Size: 1(W)x2.5(H)m
- Quantity: 1 piece (MOQ: 4 pcs)

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Price: RMB 5,000 / 1 piece (MOQ: 4 pcs)
Booking deadline: 2018.09.21

6.10 Visitor Registration Area

- Company logo exclusively on reception board at visitor registration area
- Leave a great impression on all visitors

- AD Location: Hall W1, Hall W5, 3# East Entrance

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Price: RMB 150,000 / Hall W1
RMB 100,000 / Hall W5, 3# East Entrance
Booking deadline: 2018.09.21
6. AD in the SNIEC

6.11 Visitor Form Filling Counter

- Company logo on visitor form filling counter
  Leave a great impression on all visitors

- AD Location: Hall W1
  Hall W5
  3# East Entrance

* AD design is provided by the sponsor and must be approved by the organizer
  ADs are made by the organizer

Booking deadline: 2018.09.21

Price: RMB 150,000 / Hall W1
RMB 100,000 / Hall W5, 3# East Entrance

6.12 Floor Marks

- Welcome message and booth location on floor marks
- Attract visitors’ attentions and lead them to your booth

- AD Location: Indoor max quantity: 8
  No quantity limitation for outdoor areas
  Outdoor Floor Marks will be moved to corridor of halls in rainy day

- AD Size: 1(W)x2(H)m
- Quantity: 1 piece

* AD design is provided by the sponsor and must be approved by the organizer
  ADs are made by the organizer

Booking deadline: 2018.09.21

Price: RMB 5,000
6. AD in the SNIEC

6.13 Hanging AD in Exhibition Hall

- Your message on the hanging AD in exhibition hall will drive more traffic to your booth

- AD Location: Main aisle
- AD Size: 2(W)x5(H)m
- Quantity: 1 piece (2 sides)

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21
Price: RMB 50,000

6.14 Substation Fence AD

- Your company brand will be exposed to the flow of visitors

- AD Location: Out of Hall W2 / Hall W4
- AD Size: 10.4(W)x3.8(H)m
  4.95(W)x3.8(H)m
- Quantity: 1 side

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21
Price: RMB 40,000 / 10.4 m x 3.8 m
RMB 20,000 / 4.95 m x 3.8 m
6. AD in the SNIEC

6.15 Wi-Fi Area / Charging Area

- AD on background at WIFI area or Charging Area where visitors can easily notice
- AD Location: Wi-Fi Areas, Charging Areas
- Quantity: 1 piece

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21

Price: RMB 50,000 / Wi-Fi Areas
RMB 30,000 / Charging Areas
7. AD around the SNIEC

7.1 Road Lamp Post Flag

- Your marketing message in the Road Lamp Post Flags will give great impression to all visitors on the road around SNIEC

  - AD Location: Longyang Rd.
  - Quantity: 230 pairs / set

  - AD Location: Luoshan Rd.
  - Quantity: 138 pairs / set

  - AD Location: Fangdian Rd.
  - Quantity: 96 pairs / set

  - AD Location: Huamu Rd.
  - Quantity: 82 pairs / set

  - AD Size: 0.6(W)x1.5(H)m

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.08.10

Price: RMB 560,000 / package of all the four roads below
RMB 240,000 / Longyang Rd.
RMB 140,000 / Luoshan Rd.
RMB 110,000 / Fangdian Rd.
RMB 90,000 / Huamu Rd.

7.2 AD Tower

- The three sides of large AD Tower are facing respectively Longyang Rd. Metro Station, Luoshan Rd. Overpass and South Entrance Hall

  - AD Location: 1st Location in South Square
  - AD Size: 10.6(W)x14.7(H)m

  - AD Location: 2nd Location out of Hall W2
  - AD Size: 7.5(W)x16.6(H)m
  - Quantity: 3 sides/piece

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21

Price: RMB 450,000 / 1st Location in South Square
RMB 300,000 / 2nd Location out of Hall W2
7. AD around the SNIEC

7.3 Outdoor AD Post Flag

- The eye-catching post is 8 meters high and can hang 4 pieces of AD
- 7 posts are available

- AD Location: South Square
- AD Size: 0.9(W)x2.5(H)m
- Quantity: 4 sides / piece

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21
Price: RMB 10,000

7.4 Entrance Square Billboard

- Your message on the entrance square billboard will not be missed by the visitors

- AD Location: #1 South Square
  #2 North Square
  #3 East Square
- AD Size: 8(W)x5(H)m
- Quantity: 1 piece

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21
Price: RMB 60,000 / South Square
RMB 50,000 / North Square
RMB 35,000 / East Square
7. AD around the SNIEC

7.5 AD on Glass Curtain Wall

- The extremely large and striking AD

- AD Location: Out of Hall W5
- AD Size: 52.5(W)x13.2(H)m
- AD Location: Out of Hall W1–W4 / Hall E1–E7 / Hall N1–N5
- AD Size: 52.5(W)x7.2(H)m
- Quantity: 1 piece

* AD design is provided by the sponsor and must be approved by the organizer.

Price: RMB 500,000
Booking deadline: 2018.09.21

7.6 AD on Curtain Wall of SNIEC Bridge

- The most attractive AD at the North Square and it is located between North Entrance Hall and Kerry Hotel

- AD Location: North Square
- AD Size: 20(W)x13.3(H)m
- Quantity: 1 piece

* AD design is provided by the sponsor and must be approved by the organizer.

Price: RMB 500,000
Booking deadline: 2018.09.21
7. AD around the SNIEC

7.7 Service Bus Station Billboard

- The busy service bus station with great visitor traffic for your brand exposure
  - AD Location: South Square
  - AD Size: 20.2(W)x5.92(H)m
    - 40.3(W)x5.92(H)m
  - Quantity: 1 piece

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21  
Price: RMB 200,000 / 20.2 m x 5.92 m  
RMB 300,000 / 40.3 m x 5.92 m

7.8 AD in Badge Printing Centre

- Your company brand will be exposed to the flow of visitors
  - AD Location: South Square
  - AD Size: 13(W)x3(H)m
  - Quantity: 1 piece

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21  
Price: RMB 60,000
7. AD around the SNIEC

7.9 AD in Entrance Guidance

- The eye-catching place at the visitor main entrance
- AD Location: South Square
- AD Size: 25(W)x2(H)m
- Quantity: 1 piece

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21
Price: RMB 50,000

7.10 Pillar AD in 1# South Square

- The large and attractive pillar AD will significantly enhance your brand exposure to the flow of visitors
- AD Location: South Square
- Quantity: 1 piece / 4 sides, 6 pcs / 4 sides

* AD design is provided by the sponsor and must be approved by the organizer
ADs are made by the organizer

Booking deadline: 2018.09.21
Price: RMB 35,000 / 1 piece / 4 sides
RMB 180,000 / 6 pcs / 4 sides
# 8. Price List

## 1. Integrated Package

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<thead>
<tr>
<th>Sponsorship</th>
<th>Recommend</th>
<th>Form</th>
<th>Size (WxH)</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Integrated Package 1</td>
<td>★★★★★★</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>RMB 178,000</td>
</tr>
<tr>
<td>1.2 Integrated Package 2</td>
<td>★★★★★</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>RMB 98,000</td>
</tr>
</tbody>
</table>

## 2. Online Package

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Recommend</th>
<th>Form</th>
<th>Size (WxH)</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Online Package 1</td>
<td>★★★★★★</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>RMB 80,000</td>
</tr>
<tr>
<td>2.2 Online Package 2</td>
<td>★★★★★</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>RMB 50,000</td>
</tr>
<tr>
<td>2.3 Online Package 3</td>
<td>★★★★★</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>RMB 20,000</td>
</tr>
</tbody>
</table>

## 3. Online AD

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Recommend</th>
<th>Form</th>
<th>Size (WxH)</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Banner in eNewsletter Blast</td>
<td>★★★★★★</td>
<td>JPG / PNG</td>
<td>650x100 pixel</td>
<td>4 issues</td>
<td>RMB 20,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 issue</td>
<td>RMB 6,000</td>
</tr>
<tr>
<td>3.2 Customized EDM</td>
<td>★★★★★★</td>
<td>HTML</td>
<td>HTML</td>
<td>1 issue</td>
<td>RMB 30,000</td>
</tr>
<tr>
<td>3.3 AD on Pre-registration Homepage</td>
<td>★★★★★★</td>
<td>JPG / PNG</td>
<td>650x100 pixel</td>
<td>Any 1 month from Sep. – Nov.</td>
<td>RMB 20,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3-month exclusive AD from Sep. – Nov.</td>
<td>RMB 68,000</td>
</tr>
<tr>
<td>3.4 AD on Registration Confirmation Letter</td>
<td>★★★★★★</td>
<td>JPG / PNG</td>
<td>650x100 pixel</td>
<td>Any 1 month from Sep. – Nov.</td>
<td>RMB 20,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3-month exclusive AD from Sep. – Nov.</td>
<td>RMB 68,000</td>
</tr>
<tr>
<td>3.5 AD on WeChat Registration homepage and WeChat E-badge</td>
<td>★★★★★★</td>
<td>JPG / PNG</td>
<td>750x180 pixel</td>
<td>Any 1 month from Sep. – Nov.</td>
<td>RMB 20,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3-month exclusive AD from Sep. – Nov.</td>
<td>RMB 68,000</td>
</tr>
<tr>
<td>3.6 SMS Invitation</td>
<td>★★★★★★</td>
<td>TEXT</td>
<td>120x600 pixel</td>
<td>1 message / time</td>
<td>RMB 30,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2 messages / time</td>
<td>RMB 50,000</td>
</tr>
<tr>
<td>3.7 WeChat Promotion</td>
<td>★★★★★★</td>
<td>Headline image AD</td>
<td>JPG / PNG / GIF</td>
<td>1 issue</td>
<td>RMB 5,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Non-headline WeChat Message</td>
<td>Provide WeChat message link or the message content</td>
<td>1 issue</td>
<td>RMB 10,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A package of image and article AD</td>
<td></td>
<td></td>
<td>RMB 12,000</td>
</tr>
<tr>
<td>3.8 AD on Official Website</td>
<td>★★★★★★</td>
<td>Stage Banner on homepage</td>
<td>980x360 pixel; 660x250 pixel; 320x200 pixel</td>
<td>Any 1 month from May – Aug.</td>
<td>RMB 15,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Banner on homepage and all web pages</td>
<td>120x600 pixel</td>
<td>Any 1 month from May – Aug.</td>
<td>RMB 10,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3-month exclusive AD from Sep. – Nov.</td>
<td>RMB 15,000</td>
</tr>
</tbody>
</table>
## 8. Price List

### 4. AD in Printings

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Recommend</th>
<th>Form</th>
<th>Size (WxH)</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 Full-page AD in Visitor Invitation</td>
<td>★★★★★</td>
<td>A full-page back cover AD</td>
<td>105x210 mm</td>
<td>400,000 copies</td>
<td>RMB 150,000</td>
</tr>
<tr>
<td>4.2 Full-page AD in Visitor Ticket</td>
<td>★★★★★</td>
<td>A piece of colour AD</td>
<td>as appropriate to the actual size of ticket</td>
<td>50,000 copies</td>
<td>RMB 100,000</td>
</tr>
<tr>
<td>4.3 Overview Plan</td>
<td>★★★★★</td>
<td>LOGO display</td>
<td>A 300 dpi image file or PSD/AI file</td>
<td>1 logo</td>
<td>RMB 15,000</td>
</tr>
</tbody>
</table>

### 5. On-site Promotion

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Recommend</th>
<th>Form</th>
<th>Size (WxH)</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1 Visitor Lanyard</td>
<td>★★★★★</td>
<td>—</td>
<td>—</td>
<td>120,000 pieces</td>
<td>RMB 720,000</td>
</tr>
<tr>
<td>5.2 Visitor Badge</td>
<td>★★★★★</td>
<td>—</td>
<td>100x35 mm</td>
<td>120,000 pieces</td>
<td>RMB 500,000</td>
</tr>
<tr>
<td>5.3 Show Bag</td>
<td>★★★★★</td>
<td>—</td>
<td>—</td>
<td>120,000 pieces</td>
<td>RMB 200,000 and show bags</td>
</tr>
<tr>
<td>5.4 Official Waterproof Windbreaker</td>
<td>★★★★★</td>
<td>—</td>
<td>—</td>
<td>200 pieces</td>
<td>RMB 100,000</td>
</tr>
<tr>
<td>5.5 Gift for Pre-registrants</td>
<td>★★★★★</td>
<td>—</td>
<td>—</td>
<td>80,000 pieces</td>
<td>RMB 100,000 and gifts</td>
</tr>
</tbody>
</table>

### 6. AD in the SNIEC

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Recommend</th>
<th>Form</th>
<th>Size (WxH)</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1 Movable Signpost</td>
<td>★★★★</td>
<td>clearly visible position at the square out of the hall</td>
<td>4x5 m</td>
<td>1 side</td>
<td>RMB 40,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3 sides</td>
<td>RMB 100,000</td>
</tr>
<tr>
<td>6.2 Corridor Hanging Banner</td>
<td>★★★★</td>
<td>1# South Entrance to Hall E1; 3# East Entrance to Hall E7</td>
<td>3.5x0.7 m</td>
<td>10 pcs / set</td>
<td>RMB 100,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hall N1 to N5, except N2 to N3</td>
<td>5x0.7 m</td>
<td>7 pcs / set</td>
<td>RMB 100,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hall W1 to W5 / Hall E1 to E7</td>
<td>5x0.7 m</td>
<td>10 pcs / set</td>
<td>RMB 100,000</td>
</tr>
<tr>
<td>6.3 Entrance Hall Hanging Banner</td>
<td>★★★★</td>
<td>1# South Entrance Hall</td>
<td>4x5 m</td>
<td>1 piece</td>
<td>RMB 35,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4 pcs / set</td>
<td>RMB 138,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3# East Entrance Hall</td>
<td>3x5 m</td>
<td>1 piece</td>
<td>RMB 30,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2 piece</td>
<td>RMB 100,000</td>
</tr>
<tr>
<td>6.4 AD above arch in 1# South Entrance Hall</td>
<td>★★★★★</td>
<td>1# South Entrance Hall</td>
<td>8x5 m</td>
<td>1 piece</td>
<td>RMB 60,000</td>
</tr>
<tr>
<td>6.5 Movable AD Board in 2# North Entrance Hall</td>
<td>★★★★★</td>
<td>2# North Entrance Hall</td>
<td>4x3 m</td>
<td>1 piece</td>
<td>RMB 30,000</td>
</tr>
<tr>
<td>6.6 LED Screen AD</td>
<td>★★★★★</td>
<td>As appropriate</td>
<td>4x3 m</td>
<td>1 piece</td>
<td>RMB 150,000</td>
</tr>
<tr>
<td>6.7 AD on Outside Glass Hall Wall</td>
<td>★★★★★</td>
<td>Hall E1 to South Entrance Hall</td>
<td>8.40x2.37 m</td>
<td>1 piece</td>
<td>RMB 50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hall N1 to North Entrance Hall</td>
<td>8.45x3.57 m</td>
<td>1 piece</td>
<td>RMB 50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hall W5 to North Entrance Hall</td>
<td>11.04x4.64 m</td>
<td>1 piece</td>
<td>RMB 60,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hall E7 to East Entrance Hall</td>
<td>33.12x4.64 m</td>
<td>1 piece</td>
<td>RMB 138,000</td>
</tr>
<tr>
<td>6.8 Corridor Billboard</td>
<td>★★★★</td>
<td>Hall W1 to W5 / Hall E1 to E7</td>
<td>6x3 m</td>
<td>1 piece</td>
<td>RMB 22,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hall N1 to N5</td>
<td>6x3 m</td>
<td>1 piece</td>
<td>RMB 20,000</td>
</tr>
</tbody>
</table>
### 8. Price List

#### 6. AD in the SNIEC

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Recommend</th>
<th>Form</th>
<th>Size (WxH)</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.9 Corridor Post</td>
<td></td>
<td>Hall W1 to W5 / Hall E1 to E7 / Hall N2 to N5</td>
<td>1x2.5 m</td>
<td>1 piece (MOQ: 4 pcs)</td>
<td>RMB 5,000</td>
</tr>
<tr>
<td>6.10 Visitor Registration Area</td>
<td></td>
<td>Hall W1</td>
<td></td>
<td></td>
<td>RMB 150,000</td>
</tr>
<tr>
<td>6.11 Visitor Form Filling Counter</td>
<td></td>
<td>Hall W1 / Hall W5 / 3# East Entrance</td>
<td></td>
<td></td>
<td>RMB 100,000</td>
</tr>
<tr>
<td>6.12 Floor Marks</td>
<td></td>
<td>Outdoor Floor Marks will be moved to corridor of halls in rainy day</td>
<td>1x2 m</td>
<td>1 piece</td>
<td>RMB 5,000</td>
</tr>
<tr>
<td>6.13 Hanging AD in Exhibition Hall</td>
<td></td>
<td>Main aisle</td>
<td>2x5 m</td>
<td>1 piece (2 sides)</td>
<td>RMB 50,000</td>
</tr>
<tr>
<td>6.14 Substation Fence AD</td>
<td></td>
<td>Out of Hall W2 / W4</td>
<td>10.4x3.8 m</td>
<td>1 side</td>
<td>RMB 40,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4.95x3.8 m</td>
<td>1 side</td>
<td>RMB 20,000</td>
</tr>
<tr>
<td>6.15 Wi-Fi Area / Charging Area</td>
<td></td>
<td>Wi-Fi Areas</td>
<td></td>
<td>1 piece</td>
<td>RMB 50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Charging Areas</td>
<td></td>
<td>1 piece</td>
<td>RMB 30,000</td>
</tr>
</tbody>
</table>

#### 7. AD around the SNIEC

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Recommend</th>
<th>Form</th>
<th>Size (WxH)</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1 Road Lamp Post Flag</td>
<td></td>
<td>package of all the four roads below</td>
<td>0.6x1.5 m</td>
<td>230 pairs / set</td>
<td>RMB 240,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Longyang Rd.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Luoshan Rd.</td>
<td>0.6x1.5 m</td>
<td>138 pairs / set</td>
<td>RMB 140,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fangdian Rd.</td>
<td>0.6x1.5 m</td>
<td>96 pairs / set</td>
<td>RMB 110,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Huamu Rd.</td>
<td>0.6x1.5 m</td>
<td>82 pairs / set</td>
<td>RMB 90,000</td>
</tr>
<tr>
<td>7.2 AD Tower</td>
<td></td>
<td>1st Location in South Square</td>
<td>10.6x14.7 m</td>
<td>3 sides / piece</td>
<td>RMB 450,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2nd Location out of Hall W2</td>
<td>7.5x16.6 m</td>
<td>3 sides / piece</td>
<td>RMB 300,000</td>
</tr>
<tr>
<td>7.3 Outdoor AD Post Flag</td>
<td></td>
<td>South Square</td>
<td>0.9x2.5 m</td>
<td>4 sides / piece</td>
<td>RMB 10,000</td>
</tr>
<tr>
<td>7.4 Entrance Square Billboard</td>
<td></td>
<td>South Square</td>
<td>8x5 m</td>
<td>1 piece</td>
<td>RMB 60,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>North Square</td>
<td>8x5 m</td>
<td>1 piece</td>
<td>RMB 50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>East Square</td>
<td>8x5 m</td>
<td>1 piece</td>
<td>RMB 35,000</td>
</tr>
<tr>
<td>7.5 AD on Glass Curtain Wall</td>
<td></td>
<td>Out of Hall W5</td>
<td>52.5x13.2 m</td>
<td>1 piece</td>
<td>RMB 500,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Out of Hall W2-W4 / Hall E1-E7 / Hall N1-N5</td>
<td>52.5x7.2 m</td>
<td>1 piece</td>
<td>RMB 350,000</td>
</tr>
<tr>
<td>7.6 AD on Curtain Wall of SNIEC Bridge</td>
<td></td>
<td>North Square</td>
<td>20x13.3 m</td>
<td>1 piece</td>
<td>RMB 500,000</td>
</tr>
<tr>
<td>7.7 Service Bus Station Billboard</td>
<td></td>
<td>South Square</td>
<td>20.2x5.92 m</td>
<td>1 piece</td>
<td>RMB 200,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>40.3x5.92 m</td>
<td>1 piece</td>
<td>RMB 300,000</td>
</tr>
<tr>
<td>7.8 AD in Badge Printing Centre</td>
<td></td>
<td>South Square</td>
<td>13x3 m</td>
<td>1 piece</td>
<td>RMB 60,000</td>
</tr>
<tr>
<td>7.9 AD in Entrance Guidance</td>
<td></td>
<td>South Square</td>
<td>25x2 m</td>
<td>1 piece</td>
<td>RMB 50,000</td>
</tr>
<tr>
<td>7.10 Pillar AD in 1# South Square</td>
<td></td>
<td>South Square</td>
<td></td>
<td>1 piece / 4 sides</td>
<td>RMB 35,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6 pcs / 4 sides</td>
<td>RMB 180,000</td>
</tr>
</tbody>
</table>
9. Location Map of On-site AD

1
South Entrance

2
North Entrance
9. Location Map of On-site AD

3# East Entrance

On-site AD

- AD on Glass Curtain Wall: Side: 52.5m² / 3.2m
- Visitor Registration Area
- Visitor Form Filling Counter
- Floor Marks: Side: 1m²
- LED Screen AD: Side: 6m²
- Entrance Hall Hanging Banner: Side: 3m²
- Entrance Square Billboard: Side: 4m²
- AD on Glass Curtain Wall: Side: 53.5m² / 7.2m
- Movable Signpost: Side: 4m²
- Corridor Hanging Banner: Side: 5m² / 7.1m
- Substation Fence AD: Side: 10.4m² / 3.1m
- Corridor Billboard: Side: 3m²
- Corridor Post: Side: 1m²
9. Location Map of On-site AD

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E-mail: katrin.leideritz@messe-muenchen.de
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