

**Intertextile Shanghai Home Textiles 2021**  
**– Autumn Edition**

**Value-adding Customized Onsite Marketing Package to Maximize Your**  
**Brand Exposure at Intertextile Shanghai Home Textile 2021**

11 May 2021

Dear Exhibitors,

Despite the ongoing pandemic crisis and travel limitation prevented many overseas participants from visiting our shows, we always strive for connecting home textile suppliers with global buyers through our platform. We are pleased to inform you that a Customized Onsite Marketing Package is now launched as an alternative solution for you to participate in and maximize your brand exposure at the upcoming Intertextile Shanghai Home Textiles – Autumn Edition 2021, which will be held from 25 – 27 August at National Exhibition and Convention Center (Shanghai).

The Customized Onsite Marketing Package aims to promote your brand and products in innovative ways at the fair and stay connected to the Chinese market and professional trade show visitors. Physical product presentation services at the fairground, onsite branding promotion services and digital services are available for your selection to maximize and optimize your promotion effectively. Let's breathe in the new normal together with us!

For more details, please refer to the appendix for selected options. Please do not hesitate to contact us if you would like to tailor a branding exposure at Intertextile Shanghai Home Textiles – Autumn Edition 2021.

**Appendix I – Customized Onsite Marketing Package Offer**

**Appendix II – Reply Slip**

Should you have any enquiries, please feel free to contact us.

We look forward to hearing from you soon!

Thanks and best regards,

Intertextile Shanghai Home Textile team

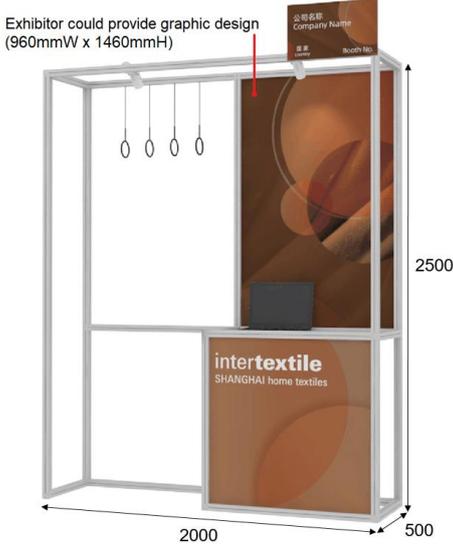
Messe Frankfurt (H.K.) Ltd.

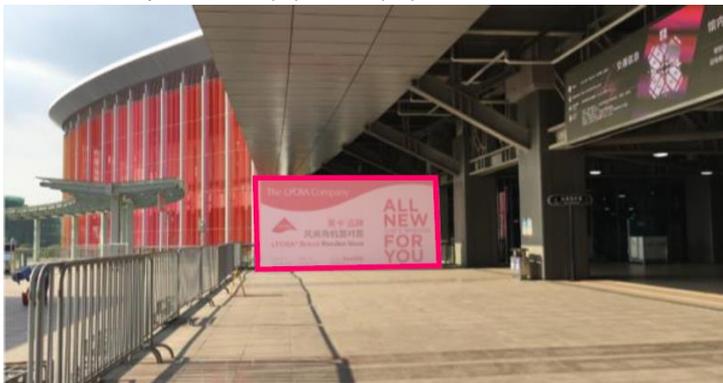
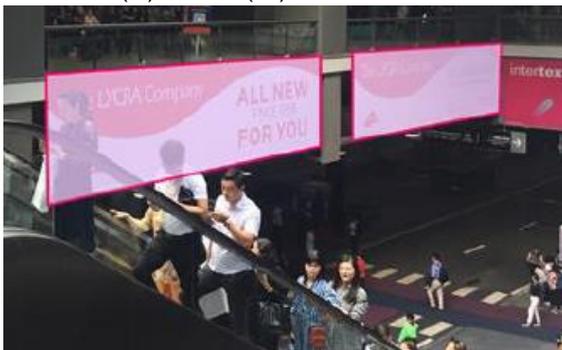
Contact:  
**Messe Frankfurt (HK) Ltd**  
35/F China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong  
Tel: (852) 2802 7728  
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hometextile@hongkong.messefrankfurt.com

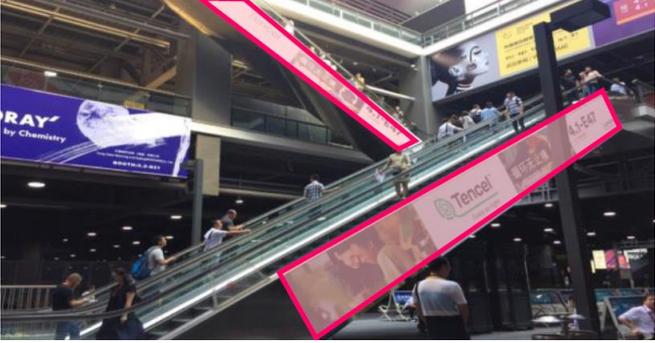
中国国际家用纺织品及辅料(春夏)博览会  
China International Trade Fair for Home Textiles and Accessories - Spring Edition

25 – 27 August 2021

National Exhibition and Convention Center (Shanghai)

<b>A. Onsite Product Presentation</b>	
<b>Description</b>	<b>Price</b>
<p>1. Individual product display booth (2000W x 2500H x 500D)</p> <ul style="list-style-type: none"> <li>An individual booth to let buyers touch and feel your products and for you to present product leaflets. Stationed staff will collect buyers' name cards for you to follow up.</li> <li>Booth equipment includes 4 coat hangers, 1 laptop and 2 LED spotlights</li> </ul> <p>Exhibitor could provide graphic design (960mmW x 1460mmH)</p>  <p><b>Remarks:</b></p> <ol style="list-style-type: none"> <li>Video submission (Deadline: 30 July 2021) <ul style="list-style-type: none"> <li>One 13" laptop can be provided for playing promotional video at individual product display booth</li> <li>Max 1 video, no duration limitation.</li> </ul> </li> <li>Detail of shipment arrangement will be provided later.</li> <li>Graphic submission (Deadline: 30 July 2021) <ul style="list-style-type: none"> <li>Please submit the graphic in pdf or AI (all fonts are converted in outline) file format, and a JPG file as preview.</li> <li>Graphic size: 960mmW x 1460mmH</li> </ul> </li> </ol>	<p>USD 1,980</p>
<p>2. Intertextile Gallery</p> <ul style="list-style-type: none"> <li>Present your product leaflets and/or company publications onsite to boost your brand exposure and promote your products onsite with other international brands.</li> <li>Price includes 1 info counter.</li> </ul>  <p><b>Remarks:</b></p> <ol style="list-style-type: none"> <li>Detail of shipment arrangement will be provided later.</li> </ol>	<p>USD 980</p>

<b>B. Onsite Branding</b>	
<b>Description</b>	<b>Price</b>
<p>1. Billboard# – Metro station exit (Exit no. 4/ 5)</p> <ul style="list-style-type: none"> <li>• 3m (H) x 6m (W)</li> </ul> 	USD 4,000 / pcs
<p>2. Billboard# – West Square (mezzanine floor) (2-side)</p> <ul style="list-style-type: none"> <li>• 4m (H) x 12m (W) x 2-side</li> </ul> 	USD 22,000 / pcs
<p>3. Billboard# – Registration hall entrance</p> <ul style="list-style-type: none"> <li>• West Square: 4m (H) x 8m (W)</li> </ul> 	USD 5,000 / pcs
<p>4. Hanging banner# – Skylight</p> <ul style="list-style-type: none"> <li>• 2.8m (H) x 11m (W), or</li> <li>• 3.3m (H) x 17m (W)</li> </ul> 	<p>2.8m (H) x 11m (W): USD 5,000 / pcs</p> <p>3.3m (H) x 17m (W): USD 8,000 / pcs</p>

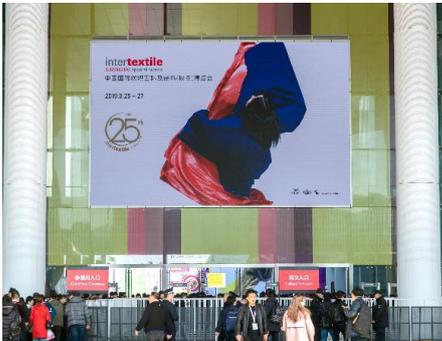
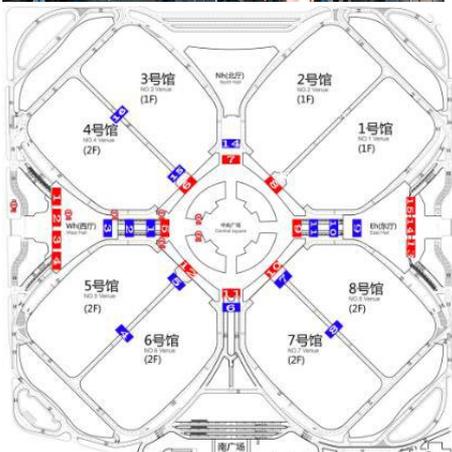
<p>5. Escalator advertisement#</p> <ul style="list-style-type: none"> <li>West esplanade: 1.5m (H) x 14 -15m (W)</li> </ul>  <p>The image shows a large indoor exhibition space with a wide escalator. A long, narrow advertisement banner is stretched across the escalator's handrails. The banner features the Tencel logo and other text. The surrounding area is filled with exhibition booths and people.</p>	<p>USD 3,500 / pcs</p>
<p>6. Lightbox# – Along driveway (1st floor)</p> <ul style="list-style-type: none"> <li>2.2m (H) x 4m (W)</li> </ul>  <p>The image shows a large, brightly lit indoor space, likely a driveway or a large hall. A large, rectangular lightbox advertisement is positioned on the right side. The lightbox displays a pink and white advertisement. People are walking in the background.</p>	<p>USD 1,400 / pcs</p>
<p>7. Lightbox# – Hall partition (1st floor)</p> <ul style="list-style-type: none"> <li>5m (H) x 12m (W)</li> </ul>  <p>The image shows a large, open hall with a high ceiling. A large, rectangular lightbox advertisement is mounted on a wall or partition. The lightbox displays a pink and white advertisement. People are walking in the background.</p>	<p>USD 10,000 / pcs</p>
<p>8. Advertisement panel# – Along driveway (1st floor)</p> <ul style="list-style-type: none"> <li>4m (H) x 8m (W) x 2-side, (side) 4m (H) x 2m (W) x 2-side</li> </ul>  <p>The image shows a large, rectangular advertisement panel standing in a large indoor space. The panel displays a pink and white advertisement with text and images. People are walking in the background.</p>	<p>USD 13,000 / pcs</p>

<p>9. Advertisement in Visitor Guide</p> <ul style="list-style-type: none"> <li>The visitor guide will be distributed to visitors free of charge at registration counters, it is an excellent tool for visitors scanning through exhibitor information.</li> <li>Price includes production fee.</li> </ul> 	<p>USD 1,000 (ROP)</p>
<p>10. Logo on show souvenir</p> <ul style="list-style-type: none"> <li>Souvenirs will be distributed to visitors and attendees at the registration halls, information counters or during concurrent events and fringe programme.</li> <li>Price includes production fee.</li> </ul> 	<p>On request</p>
<p>11. Onsite distribution service</p> <ul style="list-style-type: none"> <li>Exhibitor's information or souvenir will be distributed to visitors by official staff at specific locations: West Entrance, North Entrance, South Entrance and Information counter</li> <li>Materials or company souvenir must be provided by the exhibitor. Price includes staff and one backdrop.</li> </ul> 	<p>On request</p>
<p>12. Insertion of leaflet in show bag</p> <ul style="list-style-type: none"> <li>Max A4 size or a folded A4 sheet from A3 size materials.</li> <li>Materials must be provided by the exhibitor.</li> </ul>	<p>On request</p>

<p>13. Functional area sponsorship</p> <ul style="list-style-type: none"> <li>• Special functional areas will be arranged for attendees during the show, including the buyer lounge, VIP lounge, charging spots and resting areas.</li> <li>• Sponsor's name and / or logo (single unit) will be displayed on the backdrop or onsite signage.</li> <li>• Sponsor's brochure / flyer will be placed in the area.</li> <li>• The location of the sponsor's advertisement will be allocated by the organisers.</li> </ul> 	<p>On request</p>
<p>14. Fringe programme sponsorship</p> <ul style="list-style-type: none"> <li>• A series of innovative &amp; practical-based workshops and/or seminars will be held during the show, with aims to offer information exchange and learning opportunity for industry players.</li> <li>• Sponsor's name and / or logo to be displayed on relevant onsite signage and materials.</li> <li>• Sponsor's brochures / flyers will be placed on the reception desk.</li> </ul> 	<p>On request</p>

# • Prices include release and production.

• Advertising items are subject to availability. Please check with the organisers for the available location.

<b>C. Digital Services</b>	
<b>Description</b>	<b>Price</b>
<p>1. LED advertisement – Hall area</p> <ul style="list-style-type: none"> <li>Repeatedly showing the advertising and informative messages to the visitors via picture, animation and video formats on the LED screens.</li> </ul>   <p>*All halls and passageways refer to red LEDs and blue LEDs</p>	<p>All halls and passageways 15 seconds: USD 27,400</p> <p>South plaza glass wall 15 seconds: USD 9,600</p> <p>South plaza glass wall 10 seconds: USD 6,700</p> <p>South plaza glass wall 5 seconds: USD 3,600</p> <p>West plaza 15 seconds: USD 7,500</p> <p>Single LED 15 seconds: USD 1,400</p>
<p>2. LED advertisement – Outdoor</p> 	<p>North plaza right &amp; left 15 seconds: USD 11,200 per set</p> <p>West plaza right &amp; left 15 seconds: USD 9,800 per set</p> <p>West plaza along escalators 15 seconds: USD 5,500 per set</p> <p>North hall 15 seconds: USD 13,700 per unit</p> <p>East hall 15 seconds (Front &amp; back panels): USD 2,800 per set</p>

<p>3. Online advertising banners</p> <ul style="list-style-type: none"> <li>The official website of ITSH offers an exclusive spot to draw the attention from all attendees.</li> <li>3:1, 4:1 and 6:1 banner: Locate on the Homepage. Placement of the first banner after approx. 30% or 60% of the page height (5 rotations)</li> <li>10:1 banner: Locate on the Exhibitors and products page (5 rotations)</li> </ul>  	<p>3:1 banner (1,140 × 380 px): USD 1,400</p> <p>4:1 banner (1,140 × 285 px): USD 1,300</p> <p>6:1 banner (1,140 × 190 px): USD 1,100</p> <p>10:1 banner (1,140 × 114px): USD 1,700</p>
<p>4. Advertising banner on the Mini Program of ITSH</p> <ul style="list-style-type: none"> <li>The all-in-one platform of the ITSH Mini Program provides a privileged spot to draw the attention from all attendees.</li> </ul> 	<p>On request</p>
<p><b>D. Tailor-made Marketing Service</b></p>	
<p><b>Description</b></p>	<p><b>Price</b></p>
<ul style="list-style-type: none"> <li>A combination of above items is possible. Please check with the organisers for a package price.</li> </ul>	<p>On request</p>

Thank you for joining the Customized Onsite Marketing Package of Intertextile Shanghai Home Textile 2021 – Autumn Edition. In order to facilitate your participation, please indicate your choice(s) and send back the completed form for our further action:

**1. Exhibiting Company Details**

Company Name (English) : \_\_\_\_\_  
 Company Name (Chinese if any) : \_\_\_\_\_  
 Contact person (s) : Mr / Ms \_\_\_\_\_ Job Title : \_\_\_\_\_  
 Address : \_\_\_\_\_  
 City / Province / Postal Code : \_\_\_\_\_ Country : \_\_\_\_\_  
 Telephone : \_\_\_\_\_ Fax : \_\_\_\_\_  
 Email : \_\_\_\_\_ Website : \_\_\_\_\_  
 Company social media platform for us to follow: Facebook: \_\_\_\_\_ Twitter : \_\_\_\_\_  
 Instagram: \_\_\_\_\_ LinkedIn : \_\_\_\_\_

**2. Onsite Marketing Package Selection**

**A. Onsite Product Presentation**

1. Individual product display booth: USD 1,980  
 Laptop is required  No, we do not need a laptop  
 2. Intertextile Gallery: USD 980

**B. Onsite Branding**

1. Billboard – Metro station exit (Exit no. 4/ 5): USD 4,000 / pcs  
 3. Billboard – Registration hall entrance: USD 5,000 / pcs  
 5. Escalator advertisement: USD 3,500 / pcs  
 7. Lightbox – Hall partition (1st floor): USD 10,000 / pcs  
 9. Advertisement in Visitor Guide: USD 1,000 (ROP)  
 11. Onsite distribution service: Price on request  
 13. Functional area sponsorship: Price on request  
 2. Billboard – West Square (mezzanine floor): USD 22,000 / pcs  
 4. Hanging banner – Skylight:  
 2.8m (H) x 11m (W): USD 5,000 / pcs  
 3.3m (H) x 17m (W): USD 8,000 / pcs  
 6. Lightbox – Along driveway (1st floor): USD 1,400 / pcs  
 8. Advertisement panel – Along driveway (1st floor): USD 13,000 / pcs  
 10. Logo on show souvenir: Price on request  
 12. Insertion of leaflet in show bag: Price on request  
 14. Fringe programme sponsorship: Price on request

**C. Digital Services**

1. LED advertisement – Hall area  
 All halls and passageways 15 seconds: USD 27,400  
 South plaza glass wall 15 seconds: USD 9,600  
 South plaza glass wall 10 seconds: USD 6,700  
 South plaza glass wall 5 seconds: USD 3,600  
 West plaza 15 seconds: USD 7,500  
 Single LED 15 seconds: USD 1,400  
 2. LED advertisement – Outdoor  
 North plaza right & left 15 seconds: USD 11,200 per set  
 West plaza right & left 15 seconds: USD 9,800 per set  
 West plaza along escalators 15 seconds: USD 5,500 per set  
 North hall 15 seconds: USD 13,700  
 East hall 15 seconds (Front & back panels): USD 2,800 per set  
 3. Online advertising banners  
 3:1 banner: USD 1,400  
 4:1 banner: USD 1,300  
 6:1 banner: USD 1,100  
 10:1 banner: USD 1,700  
 4. Advertising banner on the Mini Program of ITSH: Price on request

**D. Tailor-made Marketing Service**

- Price on request

Signature and

Company stamp : \_\_\_\_\_ Date : \_\_\_\_\_