

Please return to:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd

Attn: Mr. James Deng/ Mr. Lance Liu/ Mr. Benny Cai

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Application Form Sponsorship and Advertising

Subject to availability. Information as of Jun 2018.

NEW!

The Visitor Guide advertisements being the most eye-catching position will welcome the visitors with great exposure!

Quantity	Items / Specifications			Unit Price (RMB)	
B) Advertising options (Publication materials) (Deadline: 31 Aug 2018)					
	B04	Visitor guide	(1) Back cover ad.	130mm(H) x 105mm(W)	15,000
			(2) Run-of-page	210mm(H) x 105mm(W)	3,000
			(new) (3) Advertisement at the bottom of Double page spread	30mm(H) x 210mm(W)	12,000
			(new) (4) Double page spread	210mm(H) x 200mm(W)	20,000
			(new) (5) Product display	28mm(H) x 42mm(W)	1,600

Terms and Conditions

- Reservation of advertisement space and / or sponsorship will be prioritised for customers who ordered in the last edition. After that, space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers.
- The Organiser reserves the right to decline any sponsorship or advertisement application.
- The use of the provided advertising media for trade shows and events that considered competitive events of the Organiser is not authorised.
- Customers are responsible for providing the Organiser with all artworks before deadline(s), and that all artwork(s) are subject to approval by the Organiser. Otherwise a timely provision of the advertising media cannot be warranted.
- The Organiser is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
- A surcharge of 50% will be charged upon the production cost if the advertisement and / or sponsorship order is requested after deadline. The Organiser reserves the right to decline any request.
- Any alteration / relocation of advertisement after production / installation is deemed as repeat production. Repeat production cost (150% of original production cost) is at the expense of customer. The Organiser reserves the right to decline any request.
- No cancellation is accepted for the advertising once the signed advertising agreement is submitted. The customer is liable for the total amount.
- The locations of advertising media are subject to actual situation onsite and the Organiser reserves the right to make deviations if necessary.
- In case that advertising media provision cannot be realized because of late submission of artwork by customer, the advertising fee is not refundable.
- All bank charges are borne by the customer.
- Regarding the sponsored products (if any), the sponsor shall bear the responsibility and expenses for the transportation of exhibits to the exhibition venue. The sponsor shall make their own arrangements for the storage and warehousing of the exhibits, subject to the approval of the Organiser. Furthermore, all sponsors are bound by the rules and regulations of the Organiser as laid down in the official participation guidelines for exhibitors.
- All applications to participate at the Fair are subject to the General Terms & Conditions (available on the website: www.messefrankfurt.com.hk). By signing and submitting this application form, the applicant agrees to be bound by the General Terms & Conditions.
- In the event of any dispute and without prejudice to its rights under the law of Hong Kong which governs this application and the General Terms & Conditions, all decisions by the Management of Messe Frankfurt (HK) Ltd shall be final.
- The full payment shall be remitted to Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd.
Account Name: Messe Frankfurt (Shanghai) Co., Ltd.
Account No: 437759235044
Banker: Bank of China, Shanghai Branch Nanjing Road(W) Third Sub-branch
Address: 1377 Nanjing Road West, Shanghai 200040, PRC
Swift Code: BKCHCNBJ300

We hereby agreed to abide by the terms & conditions outlined in Sponsorship & Advertising Application Form.

Company: _____

Contact person: _____ Booth No.: _____

Tel: _____ Fax: _____

E-mail: _____

Signature with chop: _____ Date: _____