

# guangzhou international lighting exhibition

# 24<sup>th</sup>

**The most influential and comprehensive lighting  
and LED event in Asia**

## 9 – 12 June 2019

China Import and Export Fair Complex  
Guangzhou, China

[www.light.messefrankfurt.com.cn](http://www.light.messefrankfurt.com.cn)

### **Digital Exposure Opportunities**

Increase your brand recognition

Increase the exposure of your products and service



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 messe frankfurt

## Digital exposure – online platform

### D01 – D02: Upgraded media package (Silver and Gold)

Each exhibitor has a Basic Media Package which only includes the company name, booth number and product category and would be displayed on the fair's official website [www.light.messefrankfurt.com.cn](http://www.light.messefrankfurt.com.cn). The Upgraded Media Packages (Silver and Gold) enhance from the Basic Media Package at little expense, allow you to draw more attention from professional buyer.

#### D01: Silver Media Package

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: Gold Media Package

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

The screenshot displays the website for Guangdong Ananlighting Co., Ltd. The top navigation bar includes a menu icon, a search icon, and a language selector set to 'EN'. The main header features the company name 'Guangdong Ananlighting Co., Ltd' and the logo '双安' (Shuang'an).

The main content area is divided into two sections:

- Product page (picture & description):** This section features a large image of an 'AC220V LED Wall Washer' with an 'EXPLORE PRODUCT' button. To the right, a yellow box indicates the booth location: 'Hall 11.2 D80' with a 'GO TO MAP' button.
- Company page (picture & description):** This section includes the company's full address: 'Guangdong Ananlighting Co., Ltd, 三樓 益華商務東莞第一區209, 523415 中山市, China'. It also lists contact information: 'Telephone: 86 (760) 22277993' and 'Fax: 86 (760) 22277503'. A 'CONTACT' button is provided. Below this is an 'About us' section with a paragraph of text and a photograph of the company's modern building.

At the bottom of the page, there are sections for 'Our services', 'Our product groups' (listing '3 Luminaires' and '3.7 Others'), and 'Keywords' (listing terms like 'outdoor lighting manufacturer', 'led flood light', 'high power led wall washer', etc.).

Please contact us:  
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## Digital exposure – online platform

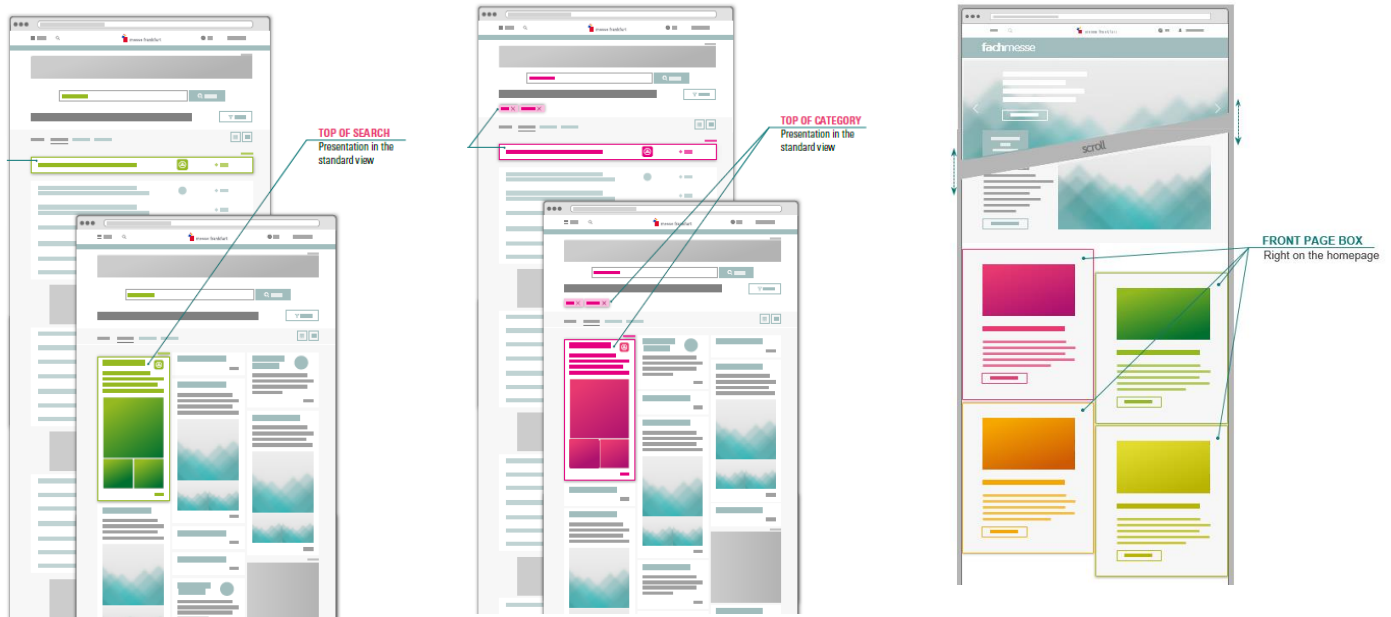
### Add-ons: additional services in the exhibitor and product search on the fair website

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: 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
<b>RMB 4,000</b>	<b>RMB 2,000</b>	<b>RMB 4,000</b>
<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>





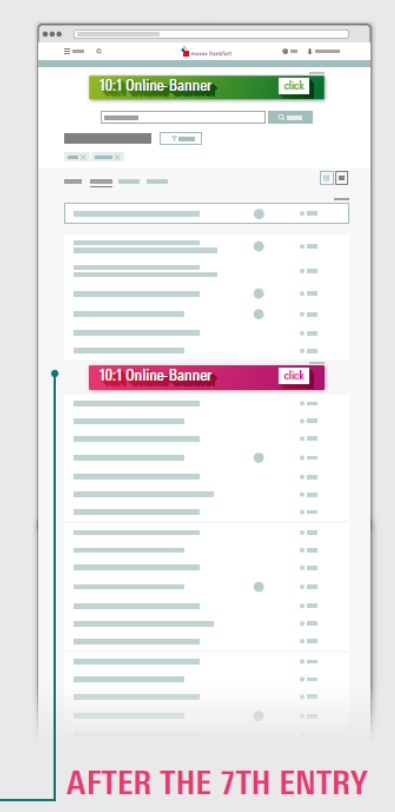
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## Digital exposure – online platform

### D04: Online banners

The fair's official website [www.light.messefrankfurt.com.cn](http://www.light.messefrankfurt.com.cn) is an exclusive spot to draw attention from all attendees. Your advertising message will be delivered promptly and remained potently in audience's mind.

D04a: Online banner at homepage	D04b: Online banner at exhibitor search – under the header	D04c: Online banner at exhibitor search – after the 7 <sup>th</sup> entry
RMB 6,500	RMB 8,000	RMB 5,500
<ul style="list-style-type: none"> <li>➤ 4:1 (1,140 x 285 px)</li> <li>➤ Placement after roughly 1/3 of the page height</li> <li>➤ Format: jpg / png</li> </ul>	<ul style="list-style-type: none"> <li>➤ 10:1 (1,140 x 114 px)</li> <li>➤ Placement under header</li> <li>➤ Format: jpg / png</li> </ul>	<ul style="list-style-type: none"> <li>➤ Grid view 1:1 (500 × 500 px); List view 4:1 (1,140 x 285 px)</li> <li>➤ Placement after the 7<sup>th</sup> entry</li> <li>➤ Format: jpg / png</li> </ul>
		

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## Digital exposure – onsite platform

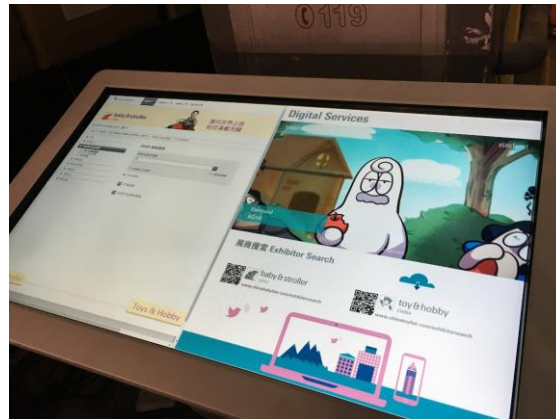
### D05: Onsite touch screen

Touch screens are placed in the fairground for searching exhibitors onsite. The screens can play your video which keeps on streaming during the fair period to attract visitors' attention.

D05: Onsite touch screen

RMB 1,800 for 30 seconds  
RMB 2,500 for 50 seconds

➤ All popular video formats are supported (aspect ratio 16:9)





### D06: INFANITY 3D hologram

**NEW**

INFANITY 3D hologram is a newly updated technology, which makes your logo and products come to life. The animations are displayed using a hologram to create the illusion that the images are floating in the air. Using only a spinning fan, the technology is powered by 180 high-resolution LED lights that flash on only four light strips, which gives an eye-catching and vibrant effect for your logo and products.

To tailor to your needs, we have extensive animation offerings with various fan sizes of up to 100cm. This allows you to project an incredible 3D animation as wide as 3.8 meters, or bigger by using multiple units (up to 6 to 28 units of 65cm-diameter fans).

Example: <https://youtu.be/rqjJvs5lbPo>

D06a: Basic	D06b: Premium	D06c: Enterprise
RMB 10,000	RMB 60,000	RMB 100,000
<ul style="list-style-type: none"> <li>➤ 1 logo</li> <li>➤ 1 100cm-diameter fan</li> </ul>	<ul style="list-style-type: none"> <li>➤ 1 logo and 1 product</li> <li>➤ 6 65cm-diameter fans (2x3)</li> </ul>	<ul style="list-style-type: none"> <li>➤ 1 logo and 2 products</li> <li>➤ 9 65cm-diameter fans (3x3)</li> </ul>
		

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## Digital exposure – post-promotion

### D07: 360° trade fair stand panorama

Do you want to show your stand after the fair? You can present your trade fair stand digitally as a 360° panorama after the fair. The 360° photo shoots allow potential customers around the world to “visit” your booth any time. Make your trade fair stand virtually accessible on your website until your next trade fair!

#### D07: 360° trade fair stand panorama

From RMB 1,000

- A professional crew comes to your stand and takes the photos
- It takes 5 – 10 working days for editing



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# Application form

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D01	Silver Media Package <input type="checkbox"/>	D02	Gold Media Package <input type="checkbox"/>	
<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>		RMB 900	<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>	RMB 1,500
After joining upgraded media package (D01 or D02), add-ons items D03 can be chosen				
D03	Add-ons	a) Top Of Search	4,000	
		b) Top Of Category	2,000	
		c) Front Page Box	4,000	
<b>Item</b>				
			<b>Price (RMB)</b>	<b>Qty</b>
D04	Online banner	a) At homepage 4:1	6,500	
		b) At exhibitor search – under the header 10:1	8,000	
		c) At exhibitor search – after the 7th entry	5,500	
D05	Onsite touch screen video	30 seconds	1,800	
		50 seconds	2,500	
D06	INFANITY 3D hologram	a) Basic	10,000	
		b) Premium	60,000	
		c) Enterprise	100,000	
D07	360° trade fair stand panorama	**From RMB1,000, please contact the organiser for price**		
<b>Total</b>				

**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. Subject to and conditional upon all sums due and payable by each exhibitor having been fully settled. Search, Information and Link Add-Ons are only available upon purchase of an upgraded media package.
2. Application for acceptance as a member at the platform must submit a completed and signed application form with company stamp.
3. Full payment should be rendered upon receipt of the invoice, the remittance should be faxed / e-mailed to the Organiser.
4. Orders without payment or have not submitted remittance will not be processed.
5. Reservation of advertising space will be arranged on a 'first come first served' basis.
6. The Organiser is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
7. Late arrival will be liable for omission of the advertisement and the cost paid will not be refunded.
8. If the exhibitor withdraws his application for whatever reason, after payment received by Organiser, any subscription fee paid will be forfeited.
9. Exhibitors are responsible for providing the Organiser with all company logos and materials before deadline, and that all company logos and materials are subject to approval by the Organiser.  
Details of specification of advertisement or all required materials will be notified to exhibitor once Organiser accepted the application.
10. The above order form must be accompanied by full payment to the Organiser:  
Bank of China, Shanghai Branch, Nanjing Road (West) Third Sub-branch  
A/C No.: 448159241206  
A/C Holder: Messe Frankfurt (Shanghai) Co., Ltd  
A/C - Type: US\$  
Swift code: BKCHCNBJ300
11. All bank charges are borne by the exhibitor.
12. The Organiser reserves the right to decline any advertisement.
13. The exhibitor warrants that the information, logo and pictures thereof and the related publicity materials do not in any way whatsoever violate or infringe any third party's rights including trademarks, copyrights, designs, names and patents whether registered or otherwise. The descriptions and photos for fair websites transmitted by the exhibitor may not infringe the rights of third parties either. The exhibitor indemnifies Messe Frankfurt against all claims asserted by third parties in this connection. The Organiser has the right to refuse participation of members found guilty of infringement of intellectual property rights.
14. The applicants are also bound by the General Terms and Conditions, available on the website: [www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk).
15. The publication of exhibitor information on the event website starts with the first day of the trade fair, to which the exhibitor has registered, and ends with the exhibitor search of the next event is available.