

**27<sup>th</sup>**

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

Digital exposure opportunities

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

guangzhou international  
**lighting exhibition**

**9 – 12.6.2022**

China Import and Export Fair  
Complex, Guangzhou, China

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

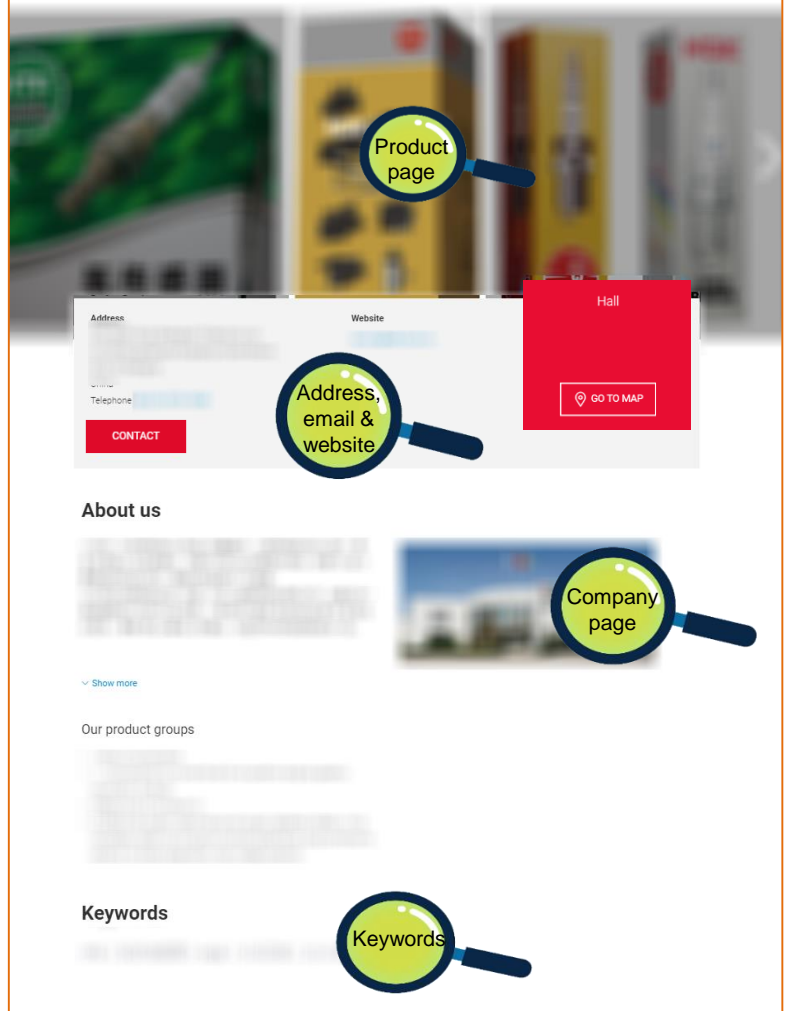
- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 5 product pages (picture & description)
- 5 keywords

\* Exhibitor can upgrade to Gold Media Package (valued at RMB1,500) with a top-up price of RMB600.

### 2021 exhibitors & products

← Overview

2021 Guangzhou (Hong Kong)  
Lighting Fair



Please contact us:

**Messe Frankfurt (HK) Ltd**

Contact: Ms Wendy Lip / Mr Gino Zhao

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Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

## Fair's website

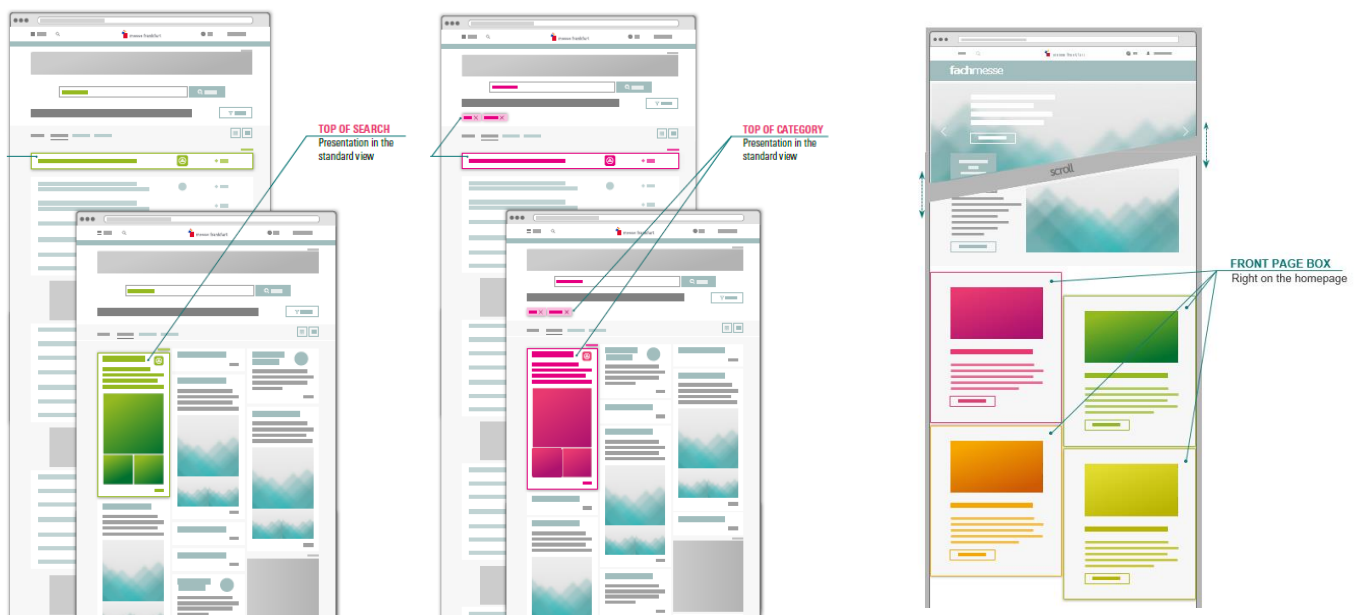
### Add-ons: additional services in the exhibitor and product search on the fair website

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"> <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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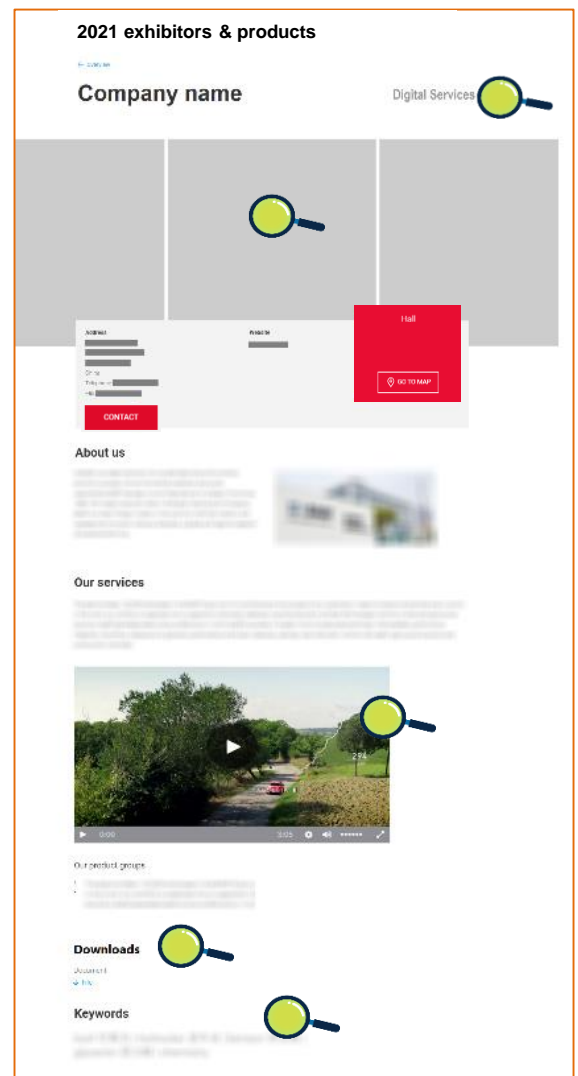
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## Fair's website

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



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## Fair's website

### D06: Online advertising 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.

The screenshot shows the Messe Frankfurt website. At the top, there is a navigation bar with the Messe Frankfurt logo and a language selector (EN). Below the navigation bar is a large banner for the 'Guangzhou International Lighting Exhibition' with the dates '9 - 12 June 2022' and the location 'Guangzhou, China'. A 'More Information' button is also present. Below the banner is the 'Exhibitors & products' section, which includes a '2021 Exhibitor Search' area. 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 also visible.

	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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## Onsite digital services

### D07: INFANITY 3D Hologram

The INFANITY 3D Hologram is an advanced animation 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 100 cm. 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). Seize this fantastic opportunity to connect with your audience both visually and emotionally!

		INFANITY 3D Hologram	RMB
Display at booth	(a)	Basic — a logo	10,300
	(b)	Premium — a logo, one product (size: 1,000mm x 1,600mm)	34,300
	(c)	Enterprise — a logo, one product (size: 2,000mm x 2,000mm)	51,500
	(d)	Customised	Please contact the organisers for details



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# Application form

Messe Frankfurt (HK) Ltd  
Contact Person: Ms Wendy Lip / Mr Gino Zhao  
Tel: +852 2230 9247 / 2230 9203  
Fax: +852 2519 6800  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

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>		Free (valued at 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 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	INFANITY 3D Hologram	(a) Basic — a logo	10,300		
		(b) Premium — a logo, one product (size: 1,000mm x 1,600mm)	34,300		
		(c) Enterprise — a logo, one product (size: 2,000mm x 2,000mm)	51,500		
		(d) Customised	Please contact organisers		
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:	Messe Frankfurt (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](http://www.messefrankfurt.com.hk)
16. In case of any disputes, the organisers reserve the right of final decision.