

21.03.2019 - 23.03.2019

Kuala Lumpur Conventional Centre 吉隆坡会议中心

Please Reply to 请回传

Messe Frankfurt New Era Advertising (Shenzhen) Co., Ltd.

法兰克福新时代广告(深圳)有限公司

Contact 联系人: Mr. James Deng 邓峰先生 / Mr. Lance Liu 刘盛桧先生 / Mr Benny Cai 蔡智聪先生

Tel 电话: +86 755 8299 4989 ext. 内线 535 / ext 内线 537 / ext 内线 536

Email 邮箱: sponsorship@hongkong.messefrankfurt.com

广告申请表

Information as of July 2018

资料截至2018年7月

Advertising application form

Quantity 数量	Items / Specifications 项目 / 规格	Unit price (USD) 单价 (美元)
(A) Sponsorship items and souvenirs (Show participation) 赞助项目和纪念品 (展会活动)		Deadline 截止日期: 21.12.2018
	A01a Networking Session - Event Sponsorship 交流环节 - 活动赞助	Exclusive 独家赞助 7,800
	A01b Networking Session - F&B Sponsorship 交流环节 - 餐饮赞助	Entrée sponsorship only 餐品赞助 1,500
		Beverage sponsorship only 饮料赞助 1,500
		Entrée and beverage sponsorship 餐品及饮料赞助 2,800
	A02 Press Centre / VIP Lounge 贵宾休息室	Exclusive 独家赞助 3,000
	A03 Attendee badge 观众入场证	Exclusive 独家赞助 4,000
	A05 Visitor lanyards 观众入场证挂绳	Exclusive 独家赞助 4,000
	A07 (New) (全新) Form filling counter 观众填表处	Multiple 联合赞助 4,000
	A11 (New) (全新) Souvenirs distribution service 纪念品派发	Multiple 联合赞助 5,000 / 3,000units
Subtotal 小计 (A)		

Quantity 数量	Items / Specifications 项目 / 规格	Unit price (USD) 单价 (美元)
(B) Advertising options (Official fair catalogue) 印刷品广告 (参展商名录)		Deadline 截止日期: 21.12.2018
	B01a Inside front cover ad 封面内页	136 mm(W) x 216 mm(H) 136 毫米(宽) x 216 毫米(高) 2,000
	B01b Inside back cover ad 封底内页	136 mm(W) x 216 mm(H) 136 毫米(宽) x 216 毫米(高) 1,500
	B01c Run-of-page ad 内页 - 位置随机	136 mm(W) x 216 mm(H) 136 毫米(宽) x 216 毫米(高) 1,000

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(B) Advertising options 印刷品广告				Deadline 截止日期: 21.12.2018
	B01d	Logo or trademark next to catalogue entry 参展商名录加上公司商标/标志	40 mm(W) x 10 mm(H) 40 毫米(宽) x 10 毫米(高)	250
	B01e	Double spread ad 跨页	266 mm(W) x 216 mm(H) 266 毫米(宽) x 216 毫米(高)	2,000
	B02	Visitor postcard 买家邀请卡	Multiple 联合赞助	2,500
	B03	Exhibition e-flyers 展会电子期刊	Multiple 联合赞助	1,000
Subtotal 小计 (B)				

Quantity 数量	Items / Specifications 项目 / 规格			Unit price (USD) 单价 (美元)
(C) Advertising options (Onsite facilities) 广告方案(现场广告)				Deadline 截止日期: 21.12.2018
	C01	Inside Hall Banner (2-side) 展厅内吊旗广告(双面)	200cm(W) x 400cm(H) 200厘米(宽) x 400厘米(高)	2,500
	C02a (New) (全新)	Centre's Core Hanging Banner – Centre core level 1 (2-side) 展馆大堂吊旗广告 – 展馆大堂一层(双面)	200cm(W) x 400cm(H) 200厘米(宽) x 400厘米(高)	2,500
	C02b (New) (全新)	Centre's Core Hanging Banner – Centre core (2-side) 展馆大堂吊旗广告 – 展馆大堂(双面)	200cm(W) x 500cm(H) 200厘米(宽) x 500厘米(高)	2,500
	C03a (New) (全新)	Hanging Banner - Banner Pillar 横幅支柱吊旗广告	P1/P6: 80cm(W), 122cm(B) x 512cm(H) P1/P6: 80厘米(上底宽), 122厘米(下底宽) x 512厘米(高)	2,800
	C03b (New) (全新)		P2: 80cm(W), 134cm(B) x 518cm(H) P2: 80厘米(上底宽), 134厘米(下底宽) x 518厘米(高)	2,800
	C03c (New) (全新)		P3: 80cm(W), 129cm(B) x 608cm(H) P3: 80厘米(上底宽), 129厘米(下底宽) x 608厘米(高)	2,800
	C03d (New) (全新)		P4: 80cm(W), 137cm(B) x 608cm(H) P4: 80厘米(上底宽), 137厘米(下底宽) x 608厘米(高)	2,800
	C03e (New) (全新)		P5: 80cm(W), 122cm(B) x 518cm(H) P5: 80厘米(上底宽), 122厘米(下底宽) x 518厘米(高)	2,800

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(C) Advertising options (Onsite facilities) 广告方案 (现场广告)		Deadline 截止日期: 21.12.2018	
	C04	Foyer Hanging Banner (2-side) 前厅吊旗横幅 (双面) 400cm(W) x 200cm(H) 400厘米(宽) x 200厘米(高)	2,500
	C05 (New) (全新)	Light Box 灯箱广告 575.5cm(W) x 355.5cm(H) x 64.8cm(D) 575.5厘米(宽) x 355.5厘米(高) x 64.8厘米(深)	3500
	C06	Foyer Advertising Board (3-side) 门厅广告牌 (三面) 100cm(W) x 244cm(H) 100厘米(宽) x 244厘米(高)	1,500
	C07	Exhibition floor plan - Company logo 展会平面图 - 公司标志 Please check with organiser for more details 请与主办单位查询详情	1,200
	C08	Plasma TV 等离子电视广告 Video clip / Power point (JPEG 2048 x 1536) 影片 / 简报 (JPEG 2048 x 1536)	1,000 / 4mins
		Subtotal 小计 (C)	
		Grand Total 总额	

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Advertising application form**Technical Specifications**

1. Trim size for advertising options please refer to the Advertising application form. For printed materials, please add 5mm bleed on each side. For onsite facilities, please add 5cm bleed on each side.
2. The application form and advertisement artwork for advertising options should be sent to sponsorship@hongkong.messefrankfurt.com on or before the submission deadline listed for each item category on application form.
3. Advertising layout and resolution must follow the requirements in the specification the Organiser provided to the customers. Customers are advised to provide a thumbnail in JPG format for verification purposes. Ad file in AI format needs outlines. For printed materials, design must be submitted in PDF format with a minimum resolution of 300 dpi.

Terms and Conditions

1. 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.
2. The Organiser reserves the right to decline any sponsorship or advertisement application.
3. The use of the provided advertising media for trade shows and events that considered competitive events of the Organiser is not authorised.
4. 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.
5. The Organiser is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
6. 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.
7. 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.
8. No cancellation is accepted for the advertising once the signed advertising agreement is submitted. The customer is liable for the total amount.
9. The dimension and locations of advertising media are subject to actual situation onsite and the Organiser reserves the right to make deviations if necessary.
10. In case that advertising media provision cannot be realised because of late submission of artwork by customer, the advertising fee is not refundable.
11. All bank charges are borne by the customer.
12. 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.
13. The above pictures are provided by Messe Frankfurt and for reference only. The real object should be considered as final.
14. By ordering advertising media, the customer accepts the General Terms and Conditions of Messe Frankfurt Medien und Service GmbH (hereinafter MFS). These conditions apply without exceptions. Any terms or conditions of the customer to the contrary of or deviating from these terms and conditions shall not be recognised, unless MFS has explicitly agreed to them.
15. All applications to participate at the Fair are subject to the General Terms & Conditions (available on the website: www.messefrankfurt.com). By signing and submitting this application form, the applicant agrees to be bound by the General Terms & Conditions.
16. 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.
17. The above order form must be accompanied by full payment to Messe Frankfurt (HK) Ltd.

Bank:	Hong Kong and Shanghai Banking Corporation Ltd
Address:	1 Queen's Road, Central, Hong Kong
EUR A/C No.:	511-017758-275
USD A/C No.:	511-017758-274
RMB A/C No.:	511-017758-285
Account Holder:	Messe Frankfurt (HK) Ltd.
Swift code:	hsbckhkhkh

We hereby confirm the order, accept the Terms & Conditions and sign below :

Company (English) : _____

Company (Chinese) : _____

Contact Person : _____

Tel : _____ Fax : _____

Booth No. : _____ Hall No. : _____ Email : _____

Signature : _____ Date : _____

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规格:

- 1) 广告裁切尺寸请参考“广告申请表”。展会印刷品出血尺寸为每边另加5mm。现场广告出血尺寸为每边另加5cm。
- 2) 广告申请表和广告材料需按表格中各类方案列明的截止日期或之前发送至 sponsorship@hongkong.messefrankfurt.com。
- 3) 广告设计发布请提按主办单位提供给客户之设计规格中要求的格式及解象度(精度)进行准备。AI, CDR, PDF要附带JPG小图以备检查有没有缺图或字体丢失等。AI格式文件必须转曲线。展会印刷品广告设计必需以PDF形式提交，解象度需高于300dpi。

条款声明:

- 1) 广告位置是预留予上年已订购之客户为优先，其后以“先到先得”原则安排。
- 2) 主办单位有权拒绝广告刊登。
- 3) 客户不得将广告用于宣传任何被视为主办单位及其展会的竞争者的内容。
- 4) 参展商需于截止日期前按照主办单位规定的格式要求提供相应的公司标志及材料。所有提供的公司标志及材料须经主办单位批准后方可使用。
- 5) 主办单位对广告上的错误、遗漏、损坏及有关错失将不负任何责任。
- 6) 截至期限后下单的广告申请收取加急50%的制作费（如有），且主办单位有权拒收截止期限后下单的申请。
- 7) 客户原因更换已经完成 / 安装的广告画面将视为重新制作，该重新制作费用为原本制作费的1.5倍，且主办单位有权拒绝更换广告之要求。
- 8) 一经主办单位确认的广告内容将无法取消，如撤销申请，广告客户将承担所有广告费用。
- 9) 所有现场广告的尺寸及位置以现场最终摆放位置为准，主办单位有权在一定范围内按照实际安排对广告位置做出调整。
- 10) 在广告制作文档没有及时到达而导致广告未能刊登的情况下，已缴交的广告费将不获退回。
- 11) 所有银行手续费将由参展商 / 赞助商 / 广告商承担。
- 12) 对于产品赞助（如有），赞助人应当承担运输展品往展览场地的责任和费用。赞助人必须取得主办单位批准，作出仓储安排。此外，所有赞助商须受到官方的参展商规章与制度的约束。
- 13) 以上图片只供参考并由法兰克福展览提供，一切以实物为准。
- 14) 订购广告内容意味着客户了解并接受由法兰克福展览媒体与服务 (Messe Frankfurt Medien und Service GmbH, 以下简称MFS) 所规定之条款，该条款适用于所有情况，任何背离或者与此条款矛盾之条款将不被认可，除非经由MFS明确同意。
- 15) 所有参展机构均受总条款约束（该条款声明已列明于www.messefrankfurt.com）。签订此申请表意味着客户了解并接受该总条款内容。
- 16) 如有任何争议，主办单位拥有最终的裁判权。
- 17) 以上条款均以英文版本为准。
- 18) 全部款项需与本表格一并递上至主办单位法兰克福展览(香港)有限公司。受款户口为：

银行名称:	香港上海汇丰银行有限公司
地址:	香港岛中西区中环皇后大道中1号
欧元账号:	511-017758-275
美金账号:	511-017758-274
人民币账号:	511-017758-285
户口名称:	法兰克福展览(香港)有限公司
银行代码:	hsbchkhkhk

我们同意条款声明，并在以下签名：

公司名称（英文）： _____

公司名称（中文）： _____

联络人： _____

电话： _____ 传真： _____

展位号： _____ 馆号： _____ 电子邮箱： _____

签字盖章： _____ 日期： _____