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productronica China 2022









International Trade Fair for Electronics
Development and Production.

March 23-25, 2022





Shanghai New International Expo Centre (SNIEC)

productronica-china.com

Content

01	Digital	04
	1.1 Website	04
	1.1.1 Banner on Chinese exhibition website	04
	1.1.2 Banner on pre-registration webpage	05
	1.1.3 Advertisement on electronic badges 	05
	1.2 Newsletter	06
	1.2.1 Exhibition newsletter	06
	1.2.2 Target email delivery 	06
	1.3 New Media 	07
	1.3.1 WeChat press release	07
	1.3.2 Banner on WeChat press release	07
	1.3.3 Banner on official WeChat mini program	08
	1.3.4 Webinar	08
	1.3.5 Short video	08
02	Joint sponsorship	09
	2.1 Tote bag sponsoring	09
	2.2 Gift sponsoring	09
	2.4 Dining coupon sponsoring	10
03	Advertising	10
	3.1 Visitor guide	10
	3.1.1 Advertisement 	10
	3.1.2 Logo on floor plan 	10
	3.1.3 Logo on exhibitor list 	11
	3.1.4 Recommended exhibitor logo	11
	3.2 Visitor badge & lanyard	11
	3.2.1 Advertisement on printed badge 	11
	3.2.2 Visitor lanyard 	12

Content

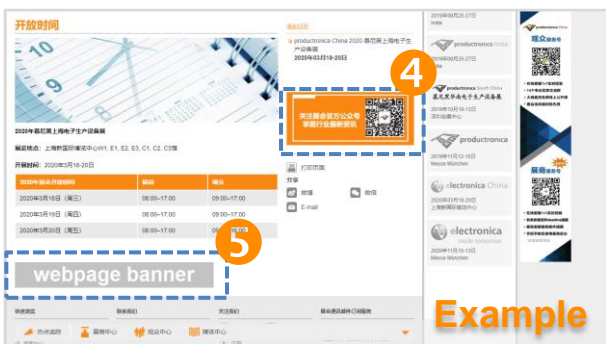
03	Advertising	12
	3.3 On-site branding	12
	3.3.1 Outdoor billboard (at south hall square) 	12
	3.3.2 Billboard in connecting corridor	12
	3.3.3 Indoor billboard	13
	3.3.4 Indoor hanging banner	13
	3.3.5 Floor sticker	13
	3.3.6 Banner in connecting corridor	14
	3.3.7 Billboard in the indoor square 	14
	3.3.8 Tetrahedron advertisement in the filling counter	15
	3.3.9 Column advertising	15
	3.3.10 Square stand advertising	15
	3.3.11 Poster on glass wall	16
	3.3.12 Advertisement on shuttle bus	16
	3.3.13 Advertisement on shuttle bus-stop	17
	3.4 Functional area sponsorship 	17
	3.4.1 Tetrahedron advertisement in rest area	17
	3.4.2 VIP lounge acrylic stand 	18
	3.4.3 Functional area poster	18
04	Forum Sponsorship	19
	4.1 Forum Sponsorship	19

01 Digital

productronicachina.com.cn

1.1 Website

1.1.1 Banner on Chinese exhibition website



Visitors and exhibitors will frequently log on to the official website, with approximately 450,000 visits throughout the year, and all web banners can be connected to the company's official website.

- Banner 1 is a webpage window ad which is published on all web pages covering all high traffic pages, such as exhibitor list, forum agenda **except visitor pre-registration webpage**.
- Banners 2, 3, 4, 5 and 6 are published on all web pages **except homepage, visitor pre-registration webpage and exhibitor center webpage**.
- Banner 3 and 4 accept two sponsors at most placed up and down. Any place can be chosen.
- Banner 6 accept four sponsors at most placed up and down. Any place can be chosen.
- First-come, first-served
- File format: JPG, GIF

Position	Size (width x height)	Price
1	120 x 600 pixels	CNY 15,000 / two weeks
2	728 x 90 pixels	CNY 12,000 / two weeks
3	300 x 250 pixels	CNY 8,000 / two weeks
4	300 x 125 pixels	CNY 5,000 / two weeks
5	468 x 60 pixels	CNY 3,000 / two weeks
6	140 x 70 pixels	CNY 2,500 / two weeks

1.1.2 Banner on pre-registration webpage



Banners are published to every pre-registration visitor. The clickable banner shows company name, logo and booth number on pre-registration web pages which can be linked to company's website.

Before the exhibition, pre-registered visitors will see your company's promotional content.

- All the banners are only published on **visitor pre-registration webpage**.
- File format: JPG, GIF
- First-come, first-served

Position	Size (width x height)	Price
1	300 x 250 pixels	CNY 18,000 / two weeks
2	300 x 125 pixels	CNY 12,000 / two weeks
3	140 x 70 pixels	CNY 5,000 / two weeks
4	468 x 60 pixels	CNY 15,000 / two weeks

1.1.3 Advertisement on electronic badges



Each visitor who registers online will receive an e-badge with barcode, and will be permitted to enter the hall directly.

Advertising on e-badges reaches over 30,000 pre-registered visitors.

- Validity period: November 1, 2021 - March 19, 2022
- Four sponsors at most
- First-come, first-served
- File format: JPG, AI, PSD

Size (width x height) : 105mm x 99mm

Price: CNY 20,000

1.2 Newsletter

1.2.1 Exhibition newsletter



Every week the organizer will send exhibition information, the latest industry information and exhibitor information to high-quality visitors. Through regular publicity to target audiences, the company's brand image can be enhanced. The content customized by the sponsor will be sent with the combination of the content of the organizer's exhibition.

- These will be released to: 2018-2021 onsite visitors, VIPs and conference attendees .
- First-come, first-served
- File format: JPG, GIF
- Frequency: once a week from April to December 2021; twice a week from January to March 2022.

Position	Size (width x height)	Publish time	Price
1	620 x 80 pixels	from Aug to Dec 2021	CNY 10,000 / 3 issues
1	620 x 80 pixels	from Jan to Mar 2022	CNY 15,000 / 3 issues
2	560 x 80 pixels	from Aug to Dec 2021	CNY 8,000 / 3 issues
2	560 x 80 pixels	from Jan to Mar 2022	CNY 12,000 / 3 issues

1.2.2 Target email delivery



Sending customized emails can send various information of your company to the corresponding database, carry out targeted publicity, and develop potential buyers. The content customized by the sponsor will be sent with the combination of the content of the organizer's exhibition .

- Production excluded
- Email should be confirmed with organizer's permission. Any content regarding competitive shows is not permitted.
- Delivery report will be provided one week later including sending volume, receiving rate, opening rate, clicking rate, etc.
- First-come, first-served
- File format: HTML (for sending e-newsletter)

Publish time	Frequency	Price
from Jan to Mar 2022	Only twice open to sponsors	CNY 10,000 / 5,000 email addresses
from Apr to Dec 2021	Not limited	CNY 5,000 / 5,000 email addresses

1.3 New Media

1.3.1 WeChat press release



As an official account, productronica China has more than 50,000 professional followers. Each tweet has a considerable amount of read clicks.

- The official customer service account "Xiaomu" with nearly 20,000 fans and friends simultaneously reposts WeChat tweets in Moments and nearly 10 industry groups
- Production excluded
- No delivery will be arranged two weeks before the exhibition.
- The specific schedule is subject to the actual delivery by the organizer.

Publish Time	Position	Price
From Jan to Mar 2022	Headline	CNY 8,000 / issue
	Second article	CNY 5,000 / issue
From May to Dec 2021	Headline	CNY 5,000 / issue
	Second article	CNY 3,000 / issue

1.3.2 Banner on WeChat press release



As an official account, productronica China has more than 50,000 professional followers. productronica China regularly pushes industry news, exhibition information and other articles.

- For headline only.
- Banner 1 is at the top of the article, Banner 2 is at the bottom of the article.
- The banner will not appear in articles sponsored by other companies.
- First-come, first-served.
- File format: JPG, GIF

Publish Time	Size (width x height)	Position	Price
From Jan to Apr 2022	640*100 pixels	Top	CNY 10,000 / 10 issues
	640*100 pixels	Bottom	CNY 8,000 / 10 issues
From May to Dec 2021x	640*100 pixels	Top	CNY 8,000 / 10 issues
	640*100 pixels	Bottom	CNY 5,000 / 10 issues

1.3.3 Banner on official WeChat mini program



The WeChat Mini Program contains all exhibition-related information, such as exhibitor information, exhibit information, contemporaneous news, exhibition news, etc. It is an essential online exhibition guide for exhibitors and visitors.

- Banner 1 is at the top of the homepage, scrolling the display picture. Banner 2 is at the bottom, showing the corporate logo.
- The first page of banner 1 is not available.
- It is unlinkable.
- First-come, first-served.
- File format: JPG

Publish Time	Position	Price
Mar 2022	1 (2 nd or 3 rd page)	CNY 20,000 / month
	1 (other pages)	CNY 15,000 / month
	2	CNY 5,000 / month
Others	1 (2 nd or 3 rd page)	CNY 5,000 / month
	1 (other pages)	CNY 3,000 / month
	2	CNY 3,000 / month

1.3.4 Webinar



Webinar has gradually become one of the most important channels for viewers to obtain information. Relying on strong brands and resources, productronica China helps participating companies complete multi-channel and all-round brand exposure, and release cutting-edge technologies, latest products and application solutions to target audiences.

- Help communicate with industry experts and target audiences in depth.
- Not available within one month before and after the exhibition.

Package content: 1 live broadcast promotion, data promotion before the live broadcast, two WeChat + EDM promotions before and after the live broadcast, and a case closing report after the live broadcast

Price: CNY15,000

Booking deadline: 10 days before each live broadcast;

1.3.5 Short video



Short videos highlight the booths and product, help enhance the company's brand image, and broaden the company's publicity channels.

- The short video is 15 seconds long.
- Short video will be broadcasted on the official website, WeChat and other channels.
- Video provided by exhibitors is accepted during non-exhibition period. During the exhibition, shooting and production are included.

Price: CNY 12,000 / video

Booking deadline for shooting and production: January 31, 2022

02 Joint sponsorship

2.1 Tote bag sponsoring



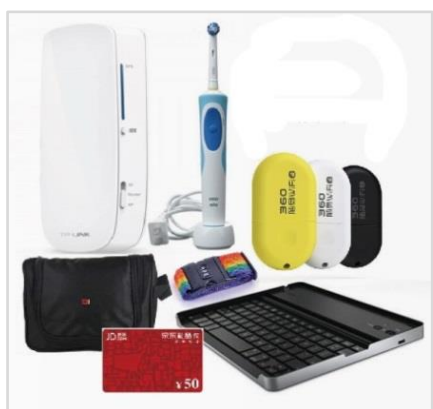
Companies can print company's promotional content on the bag. The sponsor is responsible for the design and printing of the picture/logo/promotional content on the bag. The visitor will receive one when registering. The ubiquitous image on the spot is exposed and the effect is beyond doubt, the bags are purchased by the sponsor and the organizer is responsible for the distribution.

- Exhibition logo has to be shown on the bottom right corner of the bag.
- The size of exhibition logo has to be 10cm (W) at least.

Design	Price
With exhibition logo	CNY 15,000 / 5,000 copies

Booking deadline: January 18, 2022

2.2 Gift sponsoring



The sponsor will provide the gift in kind, and the organizer will distribute it to various audiences on site. The sponsor will purchase physical gifts and add the official LOGO of the exhibition, which will be distributed by the organizer on the spot.

- Gift must be confirmed first by organizer. Exhibition logo has to be on the gift, which will be distributed by the organizer on the spot.
- The sponsor is responsible for design, production, procurement and transportation.
- Design, production, procurement and transportation are not included.
- Distribution points for general audiences include, but are not limited to, live forums, WeChat gift distribution centers, and audience rest areas.
- Distribution points for VIP viewers include, but are not limited to, VIP rest areas.

Booking deadline: January 18, 2022

Gift price standard reference:

Object	Gift value	Gift number
General visitors	>= CNY 30 / each	>=300
VIP visitors	>= CNY 100 / each	>=100

2.3 Dining coupon sponsoring



Meal coupons will be issued to over 8,000 group visits and high-quality pre-registered visitors. The front of the coupon can be used to print the company logo and booth number, and the back of the coupon can be used to print the company's advertising screen.

- Production and design included.
- The back of the entire meal coupon can be used for company screen display.

Price: CNY 5,000 / 1,000 pieces

Booking deadline: January 18, 2022

03 Advertising

3.1 Visitor guide

3.1.1 Advertisement



The visitor guide is a printed material on the exhibition site. All the main information is at a glance, and the content includes various exhibition information. It will be distributed to every visitors and they can browse important information such as exhibitor information and conference agenda.

- File format: AI, PDF

	Position	Trim size (width x height)	Price
	Outside back cover gatefold 2 sides (4c)	420mm x 285mm	CNY 50,000
EXCLUSIVE	Outside back cover 1/1 (4c)	210mm x 285mm	CNY 37,000
EXCLUSIVE	Inside front cover 1/1 (4c)	210mm x 285mm	CNY 35,000
EXCLUSIVE	Inside back cover 1/1 (4c)	210mm x 285mm	CNY 35,000
EXCLUSIVE	Inside page 1/1 (4c)	210mm x 285mm	CNY 18,000
	Inside page 1/2 (4c)	185mm x 120mm	CNY 10,000
	Inside page 1/3 (4c)	58mm x 232mm	CNY 6,000

Booking deadline: January 31, 2022

3.1.2 Logo on floor plan



The visitor guide contains all important information, including floor plans, conference agenda, exhibitor list, hall layout and is distributed free of charge to all on-site visitors. Mark your logo on the floor plan to increase brand exposure and it helps your clients to find your booth easily.

Price: CNY 3,000

Booking deadline: January 31, 2022

3.1.3 Logo on exhibitor list

展商 Exhibitors	展位号 Booth No.	展商 Exhibitors	展位号 Booth No.
hönle	E1.1268	Molex Shanghai	E1.1632
Hongsheng Electronic Equipment Co., Ltd.	E2.2642	迈特莱贸易技术(上海)有限公司	E1.1106
HuTian New Material	E1.1242	NIAC	E2.2587
HUIJIAN EVERNICH COMPOSITE COMP.	E1.1603	Nanyang Grene Zhongchen Industry Equipment Co., Ltd.	E2.2800
IGETec	E1.1564	NeuDen Technology Co., Ltd.	E1.1712
上海韵通电子科技有限公司	E2.2568	NIHON SUPERIOR (SHANGHAI) CO., LTD.	E1.1320
IKO-THOMPSON(SHANGHAI) LTD.	E2.2568	斯伯利达贸易(上海)有限公司	E1.1320
艾克默东德贸易(上海)有限公司	E1.1368	NINGBO JULONG TELECOMMUNICATION AND ELECTRICAL MACHINERY CO., LTD.	E2.2250
Indium Corporation (Suzhou) Co., Ltd.	E1.1368	宁波九龙电讯电机有限公司	E2.2250

The visitor guide contains all important information, including floor plans, conference agenda, exhibitor list, hall layout and is distributed free of charge to all on-site visitors. Publish your logo in front of your company name to help visitors to find you easily.

Price: CNY 3,000

Booking deadline: January 31, 2022

3.1.4 Recommended exhibitor logo



The visitor guide contains all important information, including floor plans, conference agenda, exhibitor list, hall layout and is distributed free of charge to all on-site visitors. Those recommended logos will be listed individually below the floor plan to highlight your booth.

- Ten sponsors limited
- First-come, first-served

Price: CNY 4,000

Booking deadline: January 31, 2022

3.2 Visitor badge & lanyard

3.2.1 Advertisement on printed badge



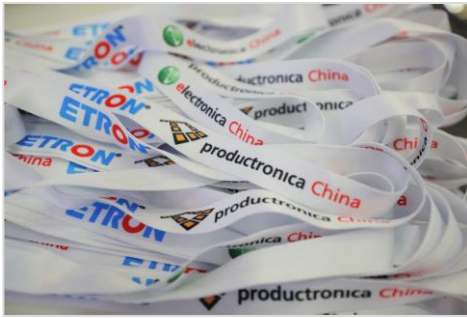
Advertising on printed badge can help you enlarge your influence on visitors. It is a separated card which can show your booth number, new product information or slogan on it. After confirming the submission of the design, electronic version confirmation only.

- First-come, first-served

Design	Trim size (width x height)	Price
One side	100mm x 50mm	CNY 20,000 / 10,000 copies
Two sides	100mm x 50mm	CNY 30,000 / 10,000 copies

Booking deadline: January 12, 2022

3.2.2 Visitor lanyard



Lanyards are given to all on-site visitors when they collect their badges.

- Company logo and exhibition logo appear on the lanyards crosswise.
- First-come, first-served

Price: CNY 50,000 / 10,000 lanyards

Booking deadline: January 12, 2022

3.3 On-site branding

3.3.1 Outdoor billboard (at south hall square)



The billboards are located at the main entrances (at south hall square). Undoubtedly, it is one of the most prominent on-site branding opportunities at productronica China to catch the attention of all the incoming and outgoing visitors.

- File format: JPG, TIF, PDF

Size (width x height) : 8m x 5m (single-sided)

Price: CNY 40,000 (production included, design excluded)

Booking deadline: January 18, 2022

3.3.2 Billboard in connecting corridor



The billboards are located in the connecting corridors except the corridor from main entrance to E1.

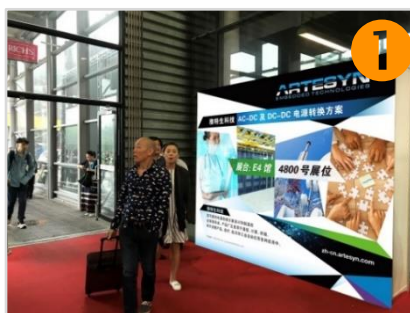
- File format: JPG, TIF, PDF

Size (width x height) : 4m x 3m (single-sided)

Price: CNY 20,000 (production included, design excluded)

Booking deadline: January 18, 2022

3.3.3 Indoor billboard

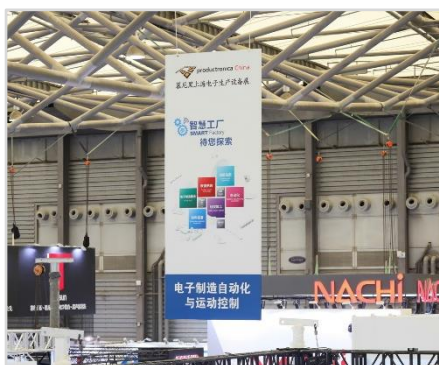


- The indoor billboard in picture1 is placed at the entrance of the E1 hall. It is a must pass for all the visitors entering the E1 hall. The flow of people is large and conspicuous.
- The indoor billboard in picture 2 are placed on both sides of the entrance of each pavilion, which is the only way for the audience to travel between the pavilion and the pavilion.

Position	Trim size (width x height)	Price
EXCLUSIVE 1	3m x 2.5m (production included, design excluded)	CNY 25,000 Exclusive
2	1m x 2.5m (production included, design excluded)	CNY 15,000

Booking deadline: January 18, 2022

3.3.4 Indoor hanging banner



The banners are hung above the aisles. The eye-catching, two-sides banners make visitors find your booth easily.

- The hanging point should be confirmed with organizer's permission.
- File format: JPG, TIF, PDF

Size (width x height) : 2m x 5m (portrait, two sides)

Price: CNY 35,000 / banner (production included, design excluded)

Booking deadline: January 18, 2022

3.3.5 Floor sticker



The floor sticker will be laid at key locations in the pavilion and guide the visitors to your company's booth.

Size (width x height) : 1m x 1m

Price: CNY 6,000 (production included)

Booking deadline: January 18, 2022

3.3.6 Banner in connecting corridor



- Banner in connecting corridor can attract passing visitors.
- Place your companies image, name, logo and booth number on it in order to make sure your most important information will not be missing.
- First-come, first-served
- File format: JPG, TIF, PDF

Size (width x height) : 2.5 m x 1.2 m (two-sided)

Quantity	Price
2 consecutive banners	CNY 20,000
4 consecutive banners	CNY 30,000

Booking deadline: January 18 2022, the exhibitor is responsible for design, and the organizer is responsible for production.

3.3.7 Movable sign post



Sign post in first position located at the inside square of SNIEC. Two sides are all available for advertising. Visitors will not miss the eye-catching sign post.

- File format: JPG, TIF, PDF
- Size (width x height) :** 5m x 4m (single-sided)

Quantity	Price
1 banner	CNY 20,000 (production included)
2 banners	CNY 35,000 (production included)

Booking deadline: January 18, 2022



The billboard in picture 2 is placed on the square outside the corridor of No. 1 registration hall and Hall E1. There is no doubt that this is one of the eye-catching live advertisements, and the exposure rate undoubted.

Size (width x height) : 5m x 4m (single-sided)

Price: CNY 35,000 / banner (Two sponsors limited)

First-come, first-served

Booking deadline: January 18, 2022

3.3.8 Logo on registration form filling counter



Company name and logo published on the registration form filling counter catches the attention of all the onsite visitors as they fill in the registration form.

- A company LOGO can be printed on each side of a tetrahedron.
- First-come, first-served
- File format: JPG, TIF, PDF

Price: CNY 15,000 / counter

Booking deadline: January 18, 2022

3.3.9 Column advertising



All the columns located outside each hall and four ads for display. Company image, name, logo or booth number can be shown on it.

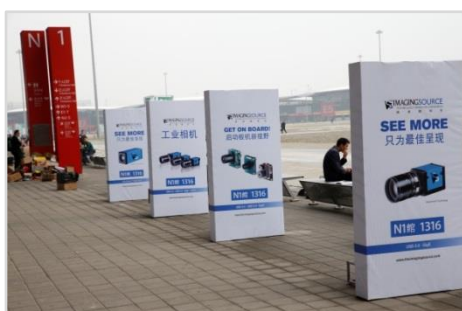
- File format: JPG, TIF, PDF

Size (width x height) : 3m x 6m

Price: CNY 40,000 / four ads

Booking deadline: January 18, 2022

3.3.10 Outdoor sign post



Located in the atrium of SNIEC. The sign post shows image, company's name, logo and booth number on it in order to make sure your most important information will not be missing.

- Six sponsors at most
- First-come, first-served
- File format: JPG, TIF, PDF

Size (width x height): 1m x 2m

Price: CNY 30,000 (4 banners, single-sided)

Booking deadline: January 18, 2022

3.3.11 Poster on glass wall



Posting on glass wall outside exhibition hall at the north entrance of it. The poster shows company's name, logo or booth number.

- The specific location needs to be communicated and confirmed by the organizer and exhibitors.
- First-come, first-served
- File format: AI or CDR

Flag size (width x height): 3.7m x 3.7m

Price: CNY 28,000

Booking deadline: January 18, 2022

3.3.12 Advertisement on shuttle bus



The shuttle bus picks up visitors at the bus stop out of registration halls. Advertising on the shuttle bus that provides round trip service between E1 and E7.

- Company image, name, logo or other information can be shown on triangle billboard at top or at back of the shuttle bus.
- First-come, first-served
- File format: AI or CDR



Position	Size (width x height)	Price
Triangle billboard	2.4m x 0.7m	CNY 20,000 / three buses
Back billboard (KT board)	1.3m x 0.9m	CNY 15,000 / three buses

Booking deadline: January 18, 2022

3.3.13 Advertisement on shuttle bus stop



Shuttle stations in the exhibition hall are set up outside halls E1, E3 and E5. Station advertisements can print important information such as company image, name, logo, and other important information.

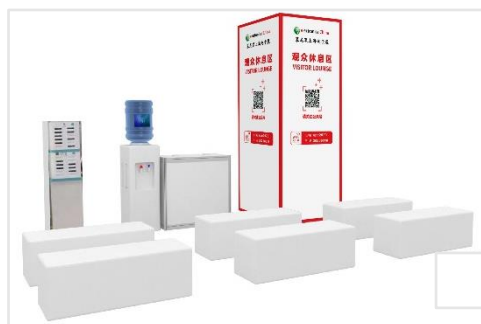
- Company image, name, logo or other information can be shown on the bus stop.
- First-come, first served
- File format: AI or CDR

Position	Size (width x height)	Price
Circular advertisement above (two sides)	1.8m x 1.3m	CNY 10,000
Rectangle advertisement above (two sides)	4m x 0.8m	CNY 15,000
Rectangle advertisement below (four pieces, two sides)	1m x 1m	CNY 12,000

Booking deadline: January 18, 2022

3.4 Functional area sponsorship

3.4.1 Tetrahedron advertisement in rest area



The tetrahedral advertisement is located in the audience rest area, where the audience stops to rest and recharge. Exhibitors can use most of the images on each side of the tetrahedron for advertising.

- File format: JPG, TIF, PDF

Available size (width x height): 1m x 2m (each side)

Price: CNY 20,000 / four sides (Including production, excluding design)

Booking deadline: January 18, 2022

3.4.2 VIP lounge acrylic stand



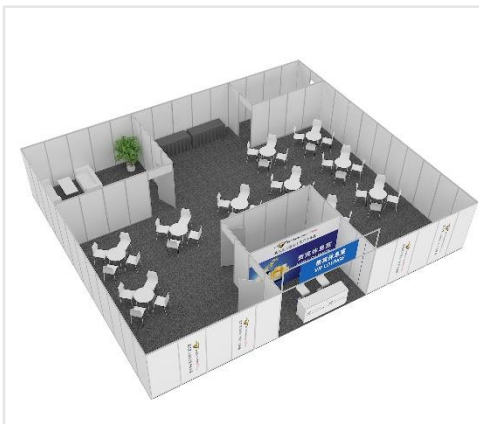
The VIP audience rest area serves the highest quality audience and exhibitors, providing communication space, lunch, afternoon tea and other services. Acrylic double-sided standing cards will be placed on each negotiation table.

- **Exclusive**
- File format: AI or PDF

Price: CNY 10,000/10 pages (Including production, excluding design)

Booking deadline: January 18, 2022

3.4.3 Functional area poster



The on-site functional areas (forum area, audience rest area, VIP audience rest area, etc.) are crowded with people. The posters on the outer wall can help the audience to better and faster understand the location of your company's products or booth, and increase exposure.

- File format: AI or PDF

Size (width x height) : 0.95m x 1.2m

Price: CNY 5,000 / 5 posters

Booking deadline: January 18, 2022

4 Forum sponsorship

Platinum Sponsorship Package

Sponsorship Package

A speech at the forum (about 30 minutes)

EDM company' s logo display

Company' s logo, name, content, speaker information, etc. will display in the official website of the exhibition.

WeChat press release

Company' s logo printed on the background board

Data entrainment

Live X display rack/roll-up banner display

Send customized emails (*5,000 copies*)

Call center calls to invite visitors nominated by exhibitors (1,000 times)

CNY 30,000

Gold sponsorship package

Sponsorship Package

A speech at the forum (about 30 minutes)

Company' s logo, name, content, speaker information, etc. will display in the official website of the exhibition.

WeChat press release

Company' s logo printed on the background board

Data entrainment

Live X display rack/roll-up banner display

Send customized emails (*3,000 copies*)

CNY 20,000

Silver Sponsorship Package

Sponsorship Package

A speech at the forum (about 30 minutes)

Company' s logo, name, content, speaker information, etc. will display in the official website of the exhibition.

WeChat press release

Company' s logo printed on the background board

Data entrainment

CNY 10,000

Order Form

Company name (Chinese & English)

Company name for promotion usage (Chinese & English)

Tel

Fax

Mobile (important)

Contact person: Mr. / Ms.

Title

Email (important)

Digital

Banner on Chinese exhibition website

- ☐ CNY 15,000
☐ CNY 8,000
☐ CNY 3,000

- ☐ CNY 12,000
☐ CNY 5,000
☐ CNY 2,500

Exhibition newsletter

- ☐ CNY 10,000
☐ CNY 8,000

- ☐ CNY 15,000
☐ CNY 12,000

Banner on WeChat press release

- ☐ CNY 10,000
☐ CNY 8,000 (May-Dec)

- ☐ CNY 8,000 (Jan-Apr)
☐ CNY 5,000

Banner on pre-registration webpage

- ☐ CNY 18,000
☐ CNY 5,000

- ☐ CNY 12,000
☐ CNY 15,000

Target email delivery

- ☐ CNY 10,000
☐ CNY 5,000

Banner on official WeChat mini program

- ☐ CNY 20,000
☐ CNY 5,000 (Apr)
☐ CNY 3,000 (Other 1)

- ☐ CNY 15,000
☐ CNY 5,000 (Other 1)
☐ CNY 3,000 (Other 2)

Advertisement on electronic badges

- ☐ CNY 20,000

WeChat press release

- ☐ CNY 8,000
☐ CNY 5,000 (Jan-Mar)
☐ CNY 5,000 (May-Dec)
☐ CNY 3,000

Short video

- ☐ CNY 12,000

Joint sponsorship

Tote bag sponsorship

- ☐ CNY 15,000
☐ CNY 20,000

Bottled water sponsorship

- ☐ CNY 10,000

Dining coupon sponsorship

- ☐ CNY 5,000

Advertising

Advertisement

- ☐ Outside back cover gatefold / CNY 50,000
☐ Inside back cover / CNY 35,000
☐ Inside page 1/3 (4c) / CNY 6,000

- ☐ Outside back cover / CNY 37,000
☐ Inside page 1/1 (4c) / CNY 18,000

- ☐ Inside front cover / CNY 35,000
☐ Inside page 1/2 (4c) / CNY 10,000

Logo on floor plan

- ☐ CNY 3,000

Logo on floor plan

- ☐ CNY 3,000

Recommended exhibitor logo

- ☐ CNY 4,000

Advertisement on printed badge

- ☐ CNY 20,000
☐ CNY 30,000

Visitor lanyard

- ☐ CNY 50,000

Outdoor billboard (at main entrance)

- ☐ CNY 40,000

Billboard in connecting corridor

- ☐ CNY 20,000

Indoor billboard

- ☐ CNY 25,000
☐ CNY 15,000

Indoor hanging banner

- ☐ CNY 35,000

Floor sticker

- ☐ CNY 6,000

Banner in the connecting corridor

- ☐ CNY 20,000
☐ CNY 30,000

Movable sign post

- ☐ CNY 20,000 (pic.1)
☐ CNY 35,000 (pic.1)
☐ CNY 35,000 (pic.2)

Logo on registration form filling counter

- ☐ CNY 15,000

Column advertising

- ☐ CNY 40,000

Outdoor sign post

- ☐ CNY 30,000

Poster on glass wall

- ☐ CNY 28,000

Ad on shuttle bus

- ☐ CNY 20,000
☐ CNY 15,000

Ad on shuttle bus stop

- ☐ CNY 10,000
☐ CNY 15,000
☐ CNY 12,000

Tetrahedron ad in rest area

- ☐ CNY 20,000

VIP lounge acrylic stand

- ☐ CNY 10,000

Functional area poster

- ☐ CNY 5,000

Forum sponsorship

Platinum Sponsorship Package/ CNY 30,000

☐ Gold Sponsorship Package/ CNY 20,000

☐ Silver Sponsorship / CNY 10,000

Total: CNY _____ Remark _____

Date _____ Company stamp & legally binding signature _____

*Please be aware of each item description carefully.

Terms of Sponsorship

1.Application for Sponsorship and Sponsorship Contract

All potential sponsors wishing to take part in the event must express their wish to do so by fully as well as faithfully completing and signing – by affixing with company seal or contract seal - the application form (“Application Form”) and submitting it to Messe Muenchen Shanghai Co., Ltd. (“MM-SH”) (facsimile or scanned copies are deemed as legally valid) at the earliest opportunity (at the latest by the application deadline). The applying sponsor may keep a photocopy of the application.

By submitting the application, the applying sponsor expresses to MM-SH its keen interest to be a sponsor (“Sponsor”).

When an applying sponsor submits the Application Form, it means that the sponsor acknowledges and observes the Terms of Sponsorship under the Application Form, and a sponsorship contract (“Sponsorship Contract”) shall also be deemed to have been entered into with MM-SH in relation to contents of the sponsorship and related services. The Application Form submitted by the applying sponsor (including the Terms of Sponsorship), the Marketing Sponsorship Manual, and the sponsorship package (if any) made by MM-SH for the Sponsor are indispensable parts of the Sponsorship Contract, which has legally binding force on both parties. Without prior written consent of MM-SH, the Sponsor shall not transfer any part or all of its rights and obligations under the Sponsorship Contract to any third party.

2.Sponsorship Fees

The details of the sponsorship fees are specified in the Application Form.

The sponsorship fees include extensive services provided by MM-SH, such as consultation and planning advice, sponsorship package preparation and technical assistance, etc.

The prices under the Application Form include 6% value-added tax. If the tax authority in China adjusts the tax type or tax rate before MM-SH issues the fapiao, MM-SH has the right to calculate the tax amount and issue the corresponding fapiao according to the new tax type and tax rate from the date when the tax authority in China adjusts the tax type or tax rate. In case of any further tax requirements in the Sponsor's state / country of residence, such taxes shall be borne by the Sponsor. The Sponsor must pay the sponsorship fees first and MM-SH will subsequently issue the respective fapiao (tax inclusive).

After receipt of the Application Form, MM-SH will, within reasonable time, issue an invoice for the advance payment. The specific requirements of the payment shall be subject to such invoice. If the applicant reduces the sponsorship services at its own discretion, the advance payment for the reduced services will not be refunded but still be a part of the sponsorship fees.

The amounts specified in the invoice shall be paid immediately, unless other payment due time is specified therein. Payment of sponsorship fees is an essential condition for obtaining sponsorship services.

Before the Sponsor fulfills its payment obligation to MM-SH for the ordered services, MM-SH has the right to refuse to provide any related services to such Sponsor. This shall in particular apply to those Sponsors who have failed to perform or perform in a timely manner the payment obligations to the organizer.

Should the Sponsor wish to have a fapiao reissued because the company name, tax number or address of the recipient of the fapiao has changed, the Sponsor is obliged to pay MM-SH a sum amounting to RMB 450 plus any governmental tax and charges for each change of fapiao. If the reissuance of the fapiao is caused due to mistakes of MM-SH, the Sponsor is not required to assume the cost for the reissuance.

3.Payment Terms

The deadlines for payment given in the invoices must be observed. Payment in full and in due time of the amounts invoiced is a condition for obtaining the sponsorship services. The Sponsor will receive invoices for all additional charges (e.g. technical services) with the confirmation of the order; they are to be paid by the Sponsor immediately on receipt thereof. All invoiced amounts in all MM-SH invoices are to be paid in RMB, without deductions and free of all charges (i.e. bank transfer fee and charges for the transferring via bank account shall be paid by the Sponsor), by credit transfer to the account specified in the invoices. The beneficiary's bank account information is as follows:

Beneficiary: Messe Muenchen Shanghai Co., Ltd.
Bank: ICBC Shanghai Branch, No.2 Business Department
Account No.: 1001190709016219311
Swift code: ICBKCNBJSHI

4.Withdrawal from Contract

If the sponsorship package which has been confirmed by MM-SH and the Sponsor in writing is subsequently changed so much by MM-SH that the Sponsor can no longer be reasonably expected to accept, the Sponsor is entitled to withdraw from the Sponsor Contract within one week of receiving the written notification by MM-SH. Otherwise, apart from the statutory rights to withdraw from contracts, the Sponsor has no right to withdraw from the Contract. If the Sponsor withdraws from the Contract unilaterally after submitting the Application Form, it shall be liable for actual cost occurred in relation to the matters of sponsorship and compensation for all direct losses incurred by MM-SH for such withdrawal.

MM-SH is entitled to withdraw from the Sponsor Contract if the Sponsor fails to fulfill its payment obligations to MM-SH in time. For such purpose “in time” means MM-SH has extended the deadline for the payment by 5 days and the Sponsor shall fulfill the payment obligation within this grace period. MM-SH is also entitled to withdraw from the Contract if the Sponsor breaches any stipulation under the Sponsorship Contract, and MM-SH shall no longer be reasonably expected to adhere to the Contract. In the aforementioned cases MM-SH is entitled not only to withdraw from the Contract but also to demand from the

Sponsor 100% of the sponsorship fees as compensation. MM-SH's right to claim further losses and damages remains unaffected.

5. Force Majeure

If MM-SH is compelled, as a result of force majeure (e.g. natural disasters such as earthquakes, droughts, tsunamis, typhoons, hurricanes and floods, or fires, war, riots, terrorism, acts of government, epidemics, hacker attacks, network failures, power outages, major disruptions due to technical adjustments by the telecommunications department, shutdowns due to government controls, virus attacks, etc.) or other circumstances beyond its control, to postpone or change any sponsorship service, the Sponsor shall not be entitled to withdraw or cancel the Contract, nor have any other claims against MM-SH, in particular claims for damages. If MM-SH cancels or no longer provides the sponsorship services as a result of force majeure or other circumstances beyond its control, or because it has become unreasonable for MM-SH to provide the sponsorship services, MM-SH is not liable for damages and disadvantages to the Sponsor arising from such no more provision of the sponsorship services as a result of the above situations.

6. Sponsor's Undertakings and Warranties

6.1 The Sponsor represents and warrants that, it owns the intellectual property rights of the Published Contents during the marketing sponsorship services, or it has been legally authorized by the lawful right owner in advance. The Sponsor shall take legal liabilities on its own for the ownership of the intellectual property rights of all the marketing materials provided by itself.

6.2 If the sponsorship services involve any link to the Sponsor's website, the Sponsor shall ensure the legitimacy and security of such website link, and ensure that it does not involve any infringement. The Sponsor shall bear any loss and liability caused by violation of this warranty.

6.3 If the Sponsor publishes contents that contain professional information of industries such as meteorology, education, healthcare, transportation, finance, film and television, animation, publication and information, or contain information of public figures, celebrities, personal icons, marks or body languages, etc., the Sponsor shall ensure that it owns the lawful right to use and right of portrait, etc.

6.4 The Sponsor warrants that the pictures, videos, Logos, drafts of advertising design, articles and other marketing materials published through marketing sponsorship services (hereinafter referred to as the “Published Contents”) shall not infringe the legal rights of any third party (including but not limited to copyright, trademark, right of portrait, etc.). If the Published Contents from the Sponsor infringe any legal right of a third party, the Sponsor will bear relevant legal liabilities and risks. If MM-SH is involved in any lawsuit, claim or other judicial proceedings because the Published Contents from the Sponsor infringe the legal right of a third party (hereinafter referred to as the “Infringement Proceedings”), the Sponsor agrees to handle the Infringement Proceedings and make compensation as follows:

1)MM-SH informs the Sponsor of the abovementioned Infringement Proceedings promptly after the occurrence thereof, and suspends the marketing sponsorship services to the Sponsor during the abovementioned Infringement Proceedings.
2)The Sponsor shall, after receiving the written notice from MM-SH and for the interest of MM-SH, designate representative(s) to participate in the abovementioned Infringement Proceedings brought by the third party, and shall provide MM-SH with necessary support and assistance regarding litigation strategies and other matters during the abovementioned Infringement Proceedings, and shall bear all expenses incurred such as the legal costs, attorney fees, travel expenses, settlement amount, or damages decided in effective legal instruments.
3)MM-SH is entitled to require the Sponsor to bear the liability for breach of contract according to the provisions on the liability for breach of contract under these terms and conditions.

6.5 If the Sponsor provides gifts in physical form, the Sponsor shall ensure the quality and transportation of such gifts that it is responsible to provide, guarantee that such gifts are compliant with national or industrial standards and qualified upon inspection and examination, and are delivered to the place designated by MM-SH. The Sponsor shall guarantee that the products' packages are intact and the logos and marks are complete. In case of punishment, legal liabilities, claims from a third party, or even relevant lawsuit proceedings arising due to product quality, the Sponsor shall unconditionally and independently assume all indemnify liabilities and consequences arising therefrom, for all of which MM-SH is irrelevant.

6.6 If the Sponsor violates any above provision, MM-SH is entitled to modify or delete relevant contents or stop providing the Sponsor with services. The Sponsor shall bear all liabilities for such violation and compensate MM-SH all losses caused thereby (including but not limited to the compensation paid to a third party, penalties, etc.).

7. Disclaimer

7.1 The marketing contents are provided by the Sponsor, and MM-SH shall not be responsible for the correctness, completeness and up-to-date status of the contents.

7.2 If the online marketing contains a link to an external website of a third party, under any circumstances the website provider or operator shall be responsible for the contents of the linked website, and MM-SH shall not be liable therefor.

7.3 MM-SH particularly reserves the right to modify or extend the contents provided by the platforms involved in the digital marketing channels without separate notice. MM-SH shall not bear the liability to compensate any direct or indirect loss caused by the information provided by the Sponsor.

7.4 MM-SH shall not bear any legal liability for the Sponsor's any loss from the marketing promotion, including but not limited to losses caused by mistakes, omissions, virus, etc. of relevant contents.

7.5 Under no circumstances shall MM-SH be liable for any indirect, consequential, disciplinary, incidental or special damages arising out of the Sponsor's receiving the marketing sponsorship services, including the profit loss suffered by the Sponsor as a result of the Sponsor's use of the sponsorship services.

7.6 MM-SH is not obliged but has the right to review the Published Contents provided by the Sponsor. If it finds that such Published Contents do not comply with national laws, regulations, or policies and rules, or that the Published Contents may infringe upon the lawful rights and interests of other parties, or it finds other situations which MM-SH deems as nonconformity, MM-SH is entitled to refuse to publish such contents without any liability.

8. Special Terms on Live-streaming

8.1 Published Contents for Live-streaming

When it submits the Application Form, the Sponsor shall also submit the information to MM-SH such as the theme, time, hosting speaker of the live-streaming and the Published Contents for the live-streaming. The Published Contents of the Sponsor shall be subject to the confirmation by MM-SH, and the time schedule of the Sponsor's live-streaming shall be arranged by MM-SH in light of the actual condition. MM-SH has right to review the Published Contents provided by the Sponsor. If it finds that any Published Content provided by the Sponsor does not comply with national laws and regulations, or policies and rules, or that the Published Contents may infringe upon the lawful rights and interests of other parties, or it finds other situations which MM-SH deems as nonconformity, MM-SH is entitled to refuse to publish such contents without any liability. However, this provision shall not be deemed as a guarantee provided by MM-SH on the legitimacy of the Published Contents of the Sponsor. The Sponsor itself shall guarantee the authenticity and legitimacy of the Published Contents and bear all the liabilities arising therefrom.

8.2 Code of Conduct for the Sponsor

The Sponsor shall not conduct any of the followings:

- 1) To transfer the ordered sponsorship services to any third party without prior written consent of MM-SH.
- 2) To modify by any means the Published Contents and relevant elements (including but not limited to the theme, hosting speaker, pictures, links, etc. of the live-streaming), and to connect the link to any product that is irrelevant to the live-streaming.
- 3) To try to crack the source code of the live-streaming software by reverse engineering, decompile or other means.
- 4) To generate invalid traffic and/or fake traffic, impressions, clicks, etc. by any technical means or other improper means (including but not limited to underground industry, traffic purchase, forcing/inducing users to repeatedly click/visit, to repeatedly click/visit links/websites through technical scripts or cheating software).
- 5) To get traffic in the live-streaming platform, improper benefits by improper means, disturbing the order of the live-streaming platform.
- 6) To spread junk mails, harassing mails and e-mail advertisements, and make junk phone calls, harassing phone calls, all of which violate relevant national laws and regulations or are adverse to MM-SH.
- 7) To spread advertisements that are undesirable or without request, or spread texts, voice messages and videos that contain reactionary, pornographic and other harmful information through live-streaming service. To sell its own or a third party's products or services during the live-streaming.
- 8) To livestream following information or contents by using the source and services provided by the live-streaming service or to facilitate the livestreaming of such information by other people:
 - a) political propaganda and/or news and information that violate national regulations;
 - b) information involving national secrets and/or security;
 - c) feudal and superstition information and/or obscene, pornographic, indecent information or information on abetting crime;
 - d) lottery, gambling games, "private servers", "cheating plugs-in" and other illegal internet publication activities;
 - e) information that violates national ethnic and religious policies;
 - f) information that interferes with the security of the Internet operation;
 - g) information that infringes on the legitimate rights and interests of others and/or other information or contents that are harmful to the social order, social security and public morality;
 - h) other contents that violate laws and regulations, departmental rules or national policies.
- 9) To build or use relevant devices or configuration to run programmes or process that is irrelevant to the purchased services, resulting in taking up the server memory, CPU or the internet bandwidth source in the platform formed by large amount of the sources of the live-streaming platform (such as the internet bandwidth or the storage space), interrupting the smooth connection between the live-streaming and the Internet, or between the live-streaming and the specific network or server, and within the live-streaming, or causing the server to go down or crash where the website of the products and services in the live-streaming platform is or where other live-streaming users are, or causing the products/application in the live-streaming platform inaccessible by users, etc.
- 10) To make or try to make any alteration to the system configuration of the live-streaming platform or to break the system security.
- 11) To reversely decompile the source code of the live-streaming platform without permission, including but not limited to obtaining the video source address, stream-extract address without permission, or extracting stream by a video download address.
- 12) To conduct other activities that violate laws, regulations, these terms and conditions or infringe on a third party's lawful rights, and influence (or may influence) the reputation of MM-SH and its affiliates or any third party.

If the Sponsor violates the above provisions, MM-SH or the live-streaming platform has the right to take corresponding measures according to the situation, including but not limited to terminating/suspending this service immediately, maintaining relevant records, reporting to relevant competent authority or deleting relevant information.

8.3 Regulations on the Live-streaming Contents

- 1) The Sponsor shall warrant that, its Published Contents shall comply with laws, regulations and other regulatory documents, these terms and conditions, and shall not infringe on the intellectual property rights and other lawful rights and interests of MM-SH and/or any third party. The Published Contents shall be present in healthy forms and shall be objective and real.
- 2) All the contents published or spread by the Sponsor through the live-streaming service shall not violate relevant laws and regulations such as the Advertising Law, and shall not contain any content that is prohibited from publishing by the live-streaming platform or MM-SH.
- 3) The sponsor shall warrant that the live-streaming contents published or spread (including the live-streaming theme, guiding image, video trailer, etc.):
 - a) shall not contain untrue, false or exaggerated promotion, or mislead audience by any means;
 - b) shall not contain negative information about any other third party and/or its commodities, or derogate such third party and/or its commodities, maliciously or by comparison;
 - c) shall not use any improper marketing means (including but not limited to marketing by using trending topics and contents, marketing by using fake and fictional experience, or using false promises (e.g. promising users a free gift with purchase when there is no free gift), etc.);
 - d) shall not, during the live-streaming and without approval, allow access to any link or any QR code of a third party's platform, or present information such as QR codes and contact information of any individual (including We-media influencers themselves) or seller, and/or other pictures or texts with advertising and sales intention.

8.4 Liability Assumption

- 1) The Sponsor is aware and acknowledges that, given the special nature of computers and the Internet, the followings will not be considered as a breach of contract by MM-SH:
 - a) Short interruptions in service when the live-streaming platform or live-streaming service is undergoing server configuration and maintenance;
 - b) Reduced uplink or downlink speed to the Sponsor's website due to problems such as blocked access or weakened signals on the Internet;
 - c) Interruption of live-streaming service or failure to meet the requirements of the Sponsor due to force majeure, computer virus or hacker attack, adjustment of relevant competent national authorities and operators, system instability, location of the Sponsor, shut-down by the Sponsor and any other problems of technologies, the Internet and telecommunication lines, etc.;
 - d) Defects in the live-streaming service due to unavoidable defects in the state of the art of the industry (e.g. MM-SH is unable to guarantee that the Sponsor's data storage is absolutely secure);
 - e) MM-SH is unable to guarantee that the data and materials stored by the Sponsor under this Agreement will not lose, and will not bear any liability for the Sponsor's data storage or results of data backup. The Sponsor is obligated and has responsibility to the secondary storage and backup of its own data and materials.
- 2) The Sponsor shall be aware and acknowledge that its use of the live-streaming sponsorship service may be exposed to risks from any third party, including threatening, libel or illegal contents or activities, or anonymous or impostor information infringing upon other people's lawful rights and interests, and the Sponsor shall bear all the risks above by itself. MM-SH will not provide any type of guarantee, whether express or implied, for the provided live-streaming sponsorship services, including any implied guarantee and conditions on the truthfulness, applicability, ownership and non-infringement of all relevant information, and will not bear any liability for any direct, indirect, incidental, special and subsequent damages caused by the improper or illegal use of the live-streaming sponsorship service by the Sponsor arising therefrom.
- 3) The Sponsor shall bear all the following liabilities and compensation on its own and fully compensate MM-SH if MM-SH suffers any damages because of the followings:
 - a) Any claim or request by any third party arising out of any infringement of any rights or interests of others by data stored or live content initiated by the Sponsor through the live streaming;
 - b) Claims or requests by any third party due to the Sponsor's breach of these terms and conditions;
 - c) Any legal liability resulting from any breach of these terms and conditions by the Sponsor;
 - d) Any dispute between the Sponsor and any audience over the products or services promoted during the live-streaming;
 - e) Any legal liability caused by the data and materials stored during the live-streaming service by the Sponsor.

9. Intellectual Property Rights

The Sponsor warrants that the promotional materials and publicity materials provided do not infringe on any third party's legal rights including but not limited to intellectual property rights such as trademarks, copyrights, designs, patents, whether registered or otherwise confirmed, and other legitimate rights and interests.

If MM-SH considers that the promotional materials provided by the Sponsor violate relevant laws and regulations or infringe on the intellectual property rights and other legitimate rights of third parties, MM-SH shall have the right to terminate the Sponsorship Contract and refuse to provide the corresponding sponsorship services, and the sponsorship fees shall not be refunded and the Sponsor shall compensate MM-SH for all losses caused to MM-SH. In the event that MM-SH is subject to any administrative penalties, judicial proceedings and claims by third parties in relation to the aforementioned infringements by the Sponsor, the Sponsor shall be fully liable for the resulting damages, including but not limited to responding to the litigation in court, receiving investigations, and responding to and paying compensation to third parties.

The Sponsor shall actively cooperate for the supervision and administration with the intellectual property administration and judicial authorities, as well as for on-site evidence collection, investigation and questioning, etc. The Sponsor shall accept the relevant authorities' handling decisions and withdraw the alleged infringing promotional materials or related materials, and MM-SH shall also have the right to request the removal of any alleged infringing promotional materials or related materials.

10. Verbal Agreement

All verbal agreements, individual and special arrangements are valid only with MM-SH's written confirmation.

11. Place of Performance, Applicable Law

Shanghai shall be the place of performance, also for all financial obligations. The law of the People's Republic of China shall apply.

12. Jurisdiction, Arbitration Agreement

The following shall apply to Sponsors incorporated in the PR of China:

In the event of any dispute, controversy or claim (collectively, "dispute") arising out of or relating to this Sponsorship Contract, or the breach, termination or invalidity of this Sponsorship Contract, both parties shall attempt in the first instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall bring an action at the court which has jurisdiction at the registered address of MM-SH.

The following shall apply to Sponsors incorporated or with their principal place of business outside the PR of China:

In the event of any dispute, controversy or claim (collectively, "dispute") arising out of or relating to this Sponsorship Contract, or the breach, termination or invalidity of this Sponsorship Contract, the both parties shall attempt in the first instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall submit the dispute to Shanghai International Economic and Trade Arbitration Commission for arbitration in Shanghai in accordance with its rules of arbitration procedure.

13. Data Protection

The Sponsor hereby acknowledges and consents that the person-related data of the Sponsor can be processed and used for fulfilling the business purposes of MM-SH as well as being forwarded to third parties in order to fully perform all the above terms relevant to the Sponsorship Contract; the Sponsor further consents that its personal data can be used by third parties for marketing purposes of related trade fairs by affiliated companies of MM-SH, provided that such use of personal data will be in compliance with data protection legislation. The Sponsor confirms and acknowledges that all the Personal Data provided by the Sponsor to MM-SH is legally collected, and the consent of relevant individuals has been obtained for the use of the Personal Data under this Terms of Participation.

14. Severability

Should the provisions set out in the Terms of Sponsorship or Marketing Sponsorship Manual be or become legally invalid or incomplete, the validity of the other provisions or the contract concerned remains unaffected. In such a case, the contracting parties undertake to replace the invalid provision and/or fill the gap with a provision with which the contracting parties are most likely to achieve the economic purpose they pursue.

As of July 2021
Messe Muenchen Shanghai Co., Ltd.