

Marketing Service


March 24-26, 2027

Shanghai New International
Expo Centre

 www.productronicachina.com.cn/en/

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For more
information

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1.1.2 Inside Page Banner



3 880*108



5 310*258



4 880*108

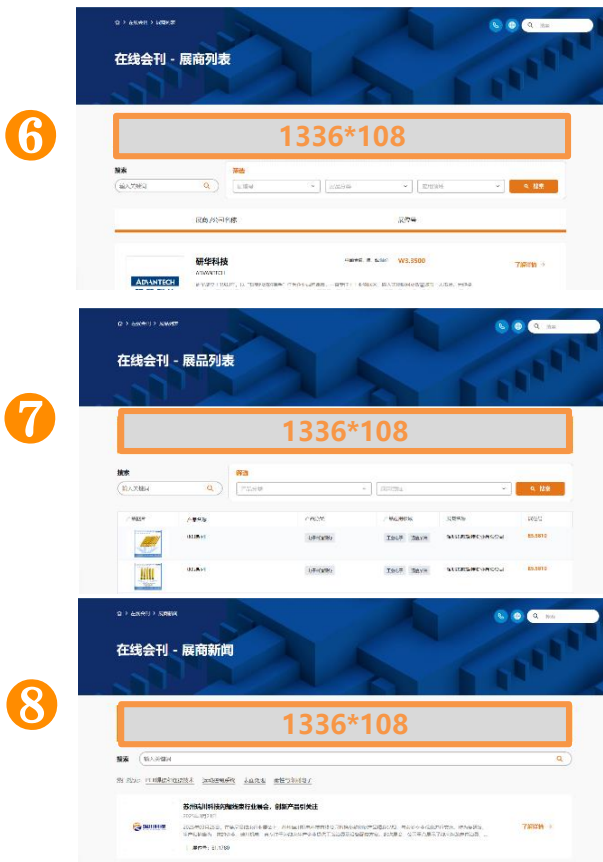


- As the website is adaptive, the same advertisement needs to provide 2 to 4 dimensions of graphics to accommodate computer screen displays under various scale proportions.
- Inside banners will appear on the Exhibition News, Concurrent Events, Visitor Center and other pages of the website (excluding Visitor Pre-registration and Exhibitor Center pages).
- Only one exhibitor per ad slot during the same period.
- File format: JPG, GIF.
- Design and production not included.

* **Deadline for Submitting the Image:**
3 days before the agreed launch date.

Position	Size (width x height)	Price
3-Top	880*108 pixels	CNY 8,000 / two weeks / any two inner pages
	Please provide three additional sizes: 728*90 pixels 656*81 pixels 320*100 pixels	
	880*108 pixels	
4-Bottom	880*108 pixels	CNY 3,000 / two weeks / any two inner pages
	Please provide three additional sizes: 728*90 pixels 656*81 pixels 320*100 pixels	
	310*258 pixels	
5-Right	310*258 pixels	CNY 5,000 / two weeks / any two inner pages
	Please provide two additional sizes: 226*188 pixels 320*100 pixels	

1.1.3 Online Catalogue Page Banner



- As the website is adaptive, the same advertisement needs to provide 2 to 4 dimensions of graphics to accommodate computer screen displays under various scale proportions.
- The advertising space can be selected from three pages: exhibitor list, exhibitor products, and exhibitor news.
- Only one exhibitor per ad slot during the same period.
- File format: JPG, GIF
- Design and production not included.

* **Deadline for Submitting the Image:** 3 days before the agreed launch date.

Position	Size (width x height)	Price
6-Exhibitor list or 7-Exhibitor products or 8-Exhibitor news	1336*108 pixels	CNY 8,000 / two weeks
	Please provide four additional sizes:	
	1000*80 pixels	
	872*70 pixels	
	728*90 pixels	
	320*100 pixels	

1.1.4 Pre-registration Page Advertising



(Mobile+Desktop)

All pre-registered visitors will view your exclusive top banner ad. This ad placement runs across three key pages: information submission page, questionnaire page and pre-registration confirmation page. Reach targeted pre-registered buyers ahead of the show and drive prospective purchasers to your booth.

- **Exclusive**
- Actual dimensions subject to final specs provided by the vendor.
- File format: JPG, GIF
- Design and production not included

Booking Period: Available for purchase after pre-registration portal goes live.

Ad Display Duration: From pre-registration launch through pre-registration closure.

Position	Size (width x height)	Price
Mobile	1380*588 pixels	CNY 40,000
Desktop	1000*30 pixels	

1.2 Email Direct Marketing

1.2.1 Banner on EDM



The organizer will send exhibition information, latest industry news and exhibitors information to high-quality visitors every week. Through regular reaching out to the target visitors, your company's brand image can be enhanced. All the banners can be hyper-linked to your official website.

- EDM targets includes pre-registered visitors, on-site attendees, VIP visitors, and conference delegates from previous editions.
- Exclusive to one exhibitor per slot per period.
- File format: JPG, GIF
- Design and production not included.

Position	Size (width x height)	Period	Price
1-Top	700 x 100 pixels	Other Months	CNY 10,000 / 3 period
		3 months prior to the exhibition (incl.)	CNY 15,000 / 3 period
2-Bottom	650 x 90 pixels	Other Months	CNY 8,000 / 3 period
		3 months prior to the exhibition (incl.)	CNY 12,000 / 3 period

* **Deadline for Submitting the Image:** 5 days before the agreed launch date.

1.3 WeChat Mini Program Promotion

1.3.1 Homepage Pop-up Advertising



Visitors can check exhibitor info, booth numbers, new products & concurrent events anytime via the mini-program; mini-program ads boost your brand visibility.

- Only one exhibitor per ad slot during the same period.
- File format: JPG, PNG
- File size: Not exceeding 150kb
- Design and production not included.

Size (width x height)	Price
680*830 pixels	CNY 15,000 / two weeks

* **Deadline for Submitting the Image:** 3 days before the agreed launch date.

1.3.2 Carousel Advertising



- Only three exhibitors per ad slot during the same period.
- File format: JPG, PNG
- File size: Not exceeding 150kb
- Design and production not included.

Size (width x height)	Price
750*387 pixels	CNY 12,000 / two weeks

* **Deadline for Submitting the Image:**
3 days before the agreed launch date.

1.3.3 Homepage Bottom Advertising

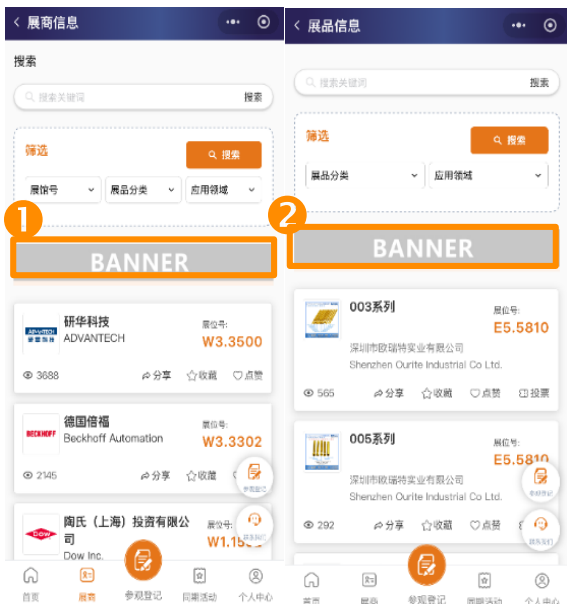


- Only one exhibitor per ad slot during the same period.
- File format: JPG, PNG
- File size: Not exceeding 150kb
- Design and production not included.

Size (width x height)	Price
690*180 pixels	CNY 10,000 / two weeks

* **Deadline for Submitting the Image:**
3 days before the agreed launch date.

1.3.4 Inside Page Banner



- Only one exhibitor per ad slot during the same period.
- File format: JPG, PNG
- File size: Not exceeding 150kb
- Design and production not included.

Position	Size (width x height)	Price
Exhibitor List	690*90 pixels	CNY 8,000 / two weeks
Exhibit List		CNY 8,000 / two weeks

* **Deadline for Submitting the Image:**
3 days before the agreed launch date.

1.4 Social Media Promotion

1.4.1 WeChat Press Release

productronica Shanghai's official WeChat account has more than 80,000 followers. Each press release has a considerable amount of read clicks.



- The official customer service account "Xiaomu" has nearly 20,000 friends and 10 industry groups simultaneously reposts your WeChat releases in Moments.
- Design and production not included.
- The specific schedule is subject to the actual delivery by the organizer.

Period	Position	Price
January/February	Headline	CNY 8,000 / issue
	Sub-Article	CNY 5,000 / issue
Other Months	Headline	CNY 5,000 / issue
	Sub-Article	CNY 3,000 / issue

* **Deadline for Submitting the Image:** 7 days before the agreed launch date.

1.4.2 Banner on WeChat Press Release

早鸟席位有限，智造未来无限 |
2027慕尼黑上海电子生产设备展链接行业新时代
慕尼黑上海电子生产设备展
2026年5月27日 13:42

productronica Shanghai's official WeChat account has more than 80,000 followers, and will regularly publish industry news, exhibition news and other content.



- For headline articles only, and the banner will not appear in articles that sponsored by other companies.
- Each position can accept up to two sponsors at the same time.
- File format: JPG, GIF
- Design and production not included.

Position	Size (width x height)	Period	Price
1-Top	640*100 pixels	3 months prior to the exhibition (incl.)	CNY10,000 / 3 issues
		Other Months	CNY 8,000 / 3 issues
2-Bottom		3 months prior to the exhibition (incl.)	CNY 8,000 / 3 issues
		Other Months	CNY 5,000 / 3 issues



* **Deadline for Submitting the Image:** 5 days before the agreed launch date.

1.4.3 Short Video Promotion

1



Short videos can highlight your booth and products at the exhibition, help enhance company's brand image, and broaden company's publicity during the exhibition period.

- Video Duration: 30 seconds for the final video
- Total number of videos: no more than 5
- Video Content: includes booth effect display, exhibits display, and some exciting moments of communication.(excluding animation effects and subtitles).Before shooting the video, it is necessary to communicate with the exhibitors in advance about the shooting script and video editing.
- Delivery Platform: 1 - Official website × 1
2 - WeChat service account and WeChat press release (sub-article) × 1
3-WeChat Channels × 1

2



Video Resolution: 720p or 1080p

Period: Continuous 6-month display upon video final launch.

Price: CNY 12,000 / video

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: After signing the sponsorship contract, at least two weeks should be reserved before the exhibition to communicate on-site shooting scripts and editing plans.

- The font, background music and other materials in the video shall meet the copyright requirements of the organizer
- Max.3 revisions before video finalization.

1.4.4 Live Media Interview

1



live broadcast

2



On-site video interview

The live streaming and exclusive interview services provided by industry media at the exhibition are designed to create high-quality video content tailored for exhibitors. Through face-to-face interviews, these services help exhibitors vividly showcase booth highlights and product features, delivering sustained brand exposure both during and after the event. Interview videos will be distributed simultaneously across the media's platforms and the organizer's multiple channels, with the aim of significantly enhancing industry influence and brand recognition.

- Video Duration : Ranging from 2 to 5 minutes.
- Video Content : Exhibitor representatives will be interviewed on camera to introduce their brands and products. Before the exhibition, we will communicate with your company about the interview outline and shooting requirements.
- Delivery Platform :
 1. Official Media Websites, WeChat Official Accounts and WeChat Channel × 1
 2. WeChat Official Account × 1

Video Resolution: 1080p

Period : During and after the show

Price : CNY 20,000 / video

Booking Deadline: February 12, 2027

Deadline for Submitting the Image: After signing the sponsorship contract , at least two weeks should be reserved before the exhibition to communicate the interview outline and shooting requirements.

02 Joint Sponsorship

Joint sponsor can enhance the persuasive power and influence of company's brand in order to win the goodwill of the public. Gifts, bags or brochures with company's name, advertisement or logo can be released in public to capture the public's attention and bring company's brand to the attention of the audience for further brand communication. Please see below for all co-branded in-kind sponsorships offered by the organizers:

Note: No prohibited words are allowed in the pictures and text content involved in the exhibitors' marketing sponsorship, and the fonts used are free commercial fonts (Founder's Black Simplified, Founder's Regular Simplified, Alibaba, Puhui). **All publicity content must be confirmed by the sponsor before placement.**

2.1 Tote Bag Sponsorship

Sponsors can print company promotional content on the tote bags, and the organizer will distribute them to on-site registered visitors. This is a great opportunity to gain image exposure.



- Exhibition logo must be printed on the lower right corner of the tote bag, and the size should not be less than 10cm (width).
- All artwork, logos, and promotional content on the tote bag are subject to organizer approval.
- The sponsor is responsible for design, production, procurement and transportation; the organizer is responsible for distribution.

Design	Price
Add Exhibition Logo	CNY 15,000 / 2,000 copies

Booking Deadline: February 4, 2027

2.2 Gift Sponsorship



Gifts are provided by the sponsor, and the organizer will distribute them to various audiences in batches. Exquisite and thoughtful gifts will deeply impress the exhibitor's brand image into the minds of the visitors.

- Gifts must be confirmed with the organizer first. The sponsor will purchase physical gifts and add the exhibition logo, and the organizer will distribute them on site.
- The sponsor is responsible for design, production, procurement and transportation.
- Distribution points for general visitors include but are not limited to forum area, gift distribution area and lounge area.
- Distribution points for VIP visitors include but are not limited to VIP lounge.

Booking Deadline: February 4, 2027

Standards for Gift Price Levels:

Objects	Gift Value	Price
General Visitors	>= CNY 30 / each	CNY 1,000 / 100 copies
VIP Visitors	>= CNY 100 / each	CNY 1,000 / 100 copies

2.3 Lunch Coupon Sponsorship

Front



Back



Meal coupons will be distributed to more than 8,000 group visitors and high-quality pre-registered visitors. The sponsor can use the front of the meal coupon to print company name and logo, and the back of the meal coupon to print other promotional images.

Size (width x height): 90mm*45mm

Price: CNY 8,000 / 1,000 pieces (design by the sponsor and produce by the organizer)

Booking Deadline: February 4, 2027

Deadline for Submitting the Image: March 5, 2027

03 Offline Advertising

Taking advantage of the exhibition atmosphere to do publicity is one of the more effective and successful ways: your company can print your logo or publicity content on the visitor's badge, sling or Visitor's Guide to give the visitors more intuitive impression. The organizers offer a wide range of promotional items to help your company become more and more visible during the exhibition! Please see below for all offline promotional programs offered by the organizer:

Note: No prohibited words are allowed in the pictures and text content involved in the exhibitors' marketing sponsorship, and the fonts used are free commercial fonts (Founder's Black Simplified, Founder's Regular Simplified, Alibaba, Puhui). **All publicity content must be confirmed by the sponsor before placement.**

3.1 Visitor Guide

3.1.1 Insert Page Advertising



The visitor guide is an on-site printed material, which will be distributed to every visitors. It provides all the main information, such as exhibitor list, conference agenda, exhibit information and floor plan.

- File format: AI, PDF (with 300 dpi)
- Include production but exclude image design.



	Position	Trim Size (width x height)	Price
1	Outside Back Cover Gatefold (2 full pages)	EXCLUSIVE 420mm x 285mm	CNY 50,000
2	Outside Back Cover (full page)	EXCLUSIVE 210mm x 285mm	CNY 37,000
	Inside Front Cover (full page)	EXCLUSIVE 210mm x 285mm	CNY 35,000
	Inside Back Cover (full page)	EXCLUSIVE 210mm x 285mm	CNY 35,000
	Inside Full Page	210mm x 285mm	CNY 18,000
	Inside Half Page	184mm x 120mm	CNY 10,000
3	Floor Plan Page, Horizontal Max.1 per hall.	176mm x 40mm	CNY 15,000

Booking Deadline: Outside Back Cover Gatefold - January 15, 2027

Others - January 22, 2027

Deadline for Submitting the Image: February 19, 2027

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: February 4, 2027
Deadline for Submitting the Image: February 19, 2027

3.1.3 Logo on Exhibitor List

展位号 Booth No.	展商 Exhibitors	展位号 Booth No.	展商 Exhibitors
E2-2088	杭州博之旺科技股份有限公司 Hangzhou Boz Wang Technology Co., Ltd.	E2-2082	苏州美臣机电科技有限公司 Suzhou Meichen Mechanical Technology Co., Ltd.
E2-2150	库迈思电气(上海)有限公司 KOMAX ELECTRIC (SHANGHAI) CO., LTD.	E2-2026	苏州德昌机电有限公司 Suzhou Dechang Electric Technology Co., Ltd.
E2-2169	上海爱思通自动化设备有限公司 SHANGHAI AIRSTORM AUTOMATION EQUIPMENT CO., LTD.	E2-2108	苏州德昌机电有限公司 Suzhou Dechang Electric Technology Co., Ltd.
E2-2030	库迈思电气(上海)有限公司 KOMAX ELECTRIC (SHANGHAI) CO., LTD.	E2-2030	苏州德昌机电有限公司 Suzhou Dechang Electric Technology Co., Ltd.
E2-2006	库迈思电气(上海)有限公司 KOMAX ELECTRIC (SHANGHAI) CO., LTD.	E2-2036	苏州德昌机电有限公司 Suzhou Dechang Electric Technology Co., Ltd.
E2-2140	库迈思电气(上海)有限公司 KOMAX ELECTRIC (SHANGHAI) CO., LTD.	E2-2117	苏州德昌机电有限公司 Suzhou Dechang Electric Technology Co., Ltd.
E2-2145	库迈思电气(上海)有限公司 KOMAX ELECTRIC (SHANGHAI) CO., LTD.	E2-2170	苏州德昌机电有限公司 Suzhou Dechang Electric Technology Co., Ltd.
E2-2090	库迈思电气(上海)有限公司 KOMAX ELECTRIC (SHANGHAI) CO., LTD.	E2-2700	苏州德昌机电有限公司 Suzhou Dechang Electric Technology Co., Ltd.
E2-2279	库迈思电气(上海)有限公司 KOMAX ELECTRIC (SHANGHAI) CO., LTD.	E2-2270	苏州德昌机电有限公司 Suzhou Dechang Electric Technology Co., Ltd.
E2-2030	库迈思电气(上海)有限公司 KOMAX ELECTRIC (SHANGHAI) CO., LTD.	E2-2082	苏州德昌机电有限公司 Suzhou Dechang Electric Technology Co., Ltd.
E2-2036	库迈思电气(上海)有限公司 KOMAX ELECTRIC (SHANGHAI) CO., LTD.	E2-2082	苏州德昌机电有限公司 Suzhou Dechang Electric Technology Co., Ltd.
E2-2170	库迈思电气(上海)有限公司 KOMAX ELECTRIC (SHANGHAI) CO., LTD.	E2-2130	苏州德昌机电有限公司 Suzhou Dechang Electric Technology Co., Ltd.
E2-2143	库迈思电气(上海)有限公司 KOMAX ELECTRIC (SHANGHAI) CO., LTD.	E2-2070	苏州德昌机电有限公司 Suzhou Dechang Electric Technology Co., Ltd.
E2-2150	库迈思电气(上海)有限公司 KOMAX ELECTRIC (SHANGHAI) CO., LTD.	E2-2143	苏州德昌机电有限公司 Suzhou Dechang Electric Technology Co., Ltd.
E2-2030	库迈思电气(上海)有限公司 KOMAX ELECTRIC (SHANGHAI) CO., LTD.	E2-2036	苏州德昌机电有限公司 Suzhou Dechang Electric Technology Co., Ltd.

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: February 4, 2027
Deadline for Submitting the Image: February 19, 2027

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: February 4, 2027
Deadline for Submitting the Image: February 19, 2027

3.2 Visitor Badge & Lanyard

3.2.1 Visitor Badge Promotion



Front

Back

This is an independent card separate from the visitor badge. You can print your booth number, new product information or slogan to deepen the impression of your company to the registered visitors on site. After confirming the submitted design, only the electronic version will be confirmed.

- First-come, first-served
- Include production but exclude image design.

Design	Trim size (width x height)	Price
Single-sided	100mm x 50mm	CNY 20,000 / 10,000 copies
Double-sided	100mm x 50mm	CNY 30,000 / 10,000 copies

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 26, 2027

3.2.2 Logo on 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 (production included, design excluded)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.3 On-Site Promotion

3.3.1 LED Billboard on Main Entrance Hall



North Hall

The LED screen is located at the main entrance of the exhibition hall (North Hall), with unquestionable exposure.

- Limited to 10 exhibitors only, with a video length of no more than 2 minutes, rotating on a loop about once every half hour.
- production included, design excluded

Form	Size (width x height)	video resolution	Price
Full-screen	4m x 3m	1080	CNY 20,000/ period

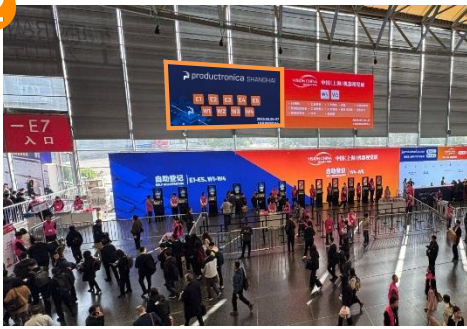
File format: JPG, PNG (with 300 dpi)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.3.1 LED Billboard on Main Entrance Hall

2



South Hall

(Suspended above the pre-registration counter)

The LED screen is located at the main entrance of the exhibition hall (South Hall), with unquestionable exposure.

- Limited to two exhibitors only, with a video length of no more than 2 minutes, rotating on a loop about once every half hour.
- production included, design excluded

Form	Size (width x height)	video resolution	Price
Half-screen	7.5m×3.8m	3189 x 1248	CNY 60,000/ period

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.3.2 Outdoor Billboard (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 Shanghai to catch the attention of all the incoming and outgoing visitors.

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

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

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.3.3 Billboard in Connecting Corridor



The billboards are located in the connecting corridors between each halls, which is a must-visit place for visitors.

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

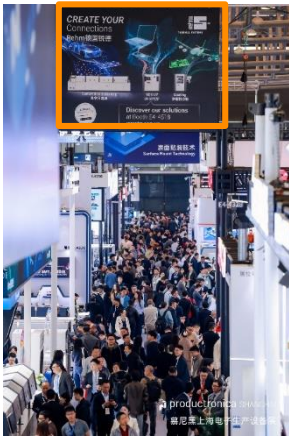
Price: CNY 20,000 (production included, design excluded)

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.3.4 Indoor Hanging Banner



The banners are hung above the aisles of halls. The eye-catching, two-sides banners make visitors find your booth easily. The hanging point should be confirmed with the organizer.

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

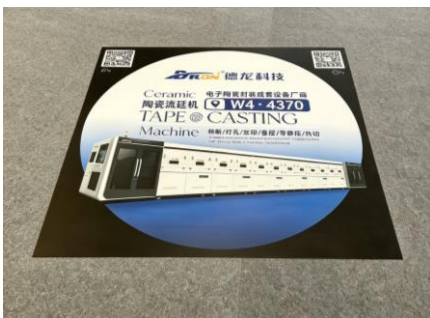
Price: CNY 35,000 (production included, design excluded)

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.3.5 Floor Sticker



The floor sticker will be laid out at key locations in the pavilions, guiding visitors to your company's booth.

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

Price: CNY 8,000 (production included, design excluded)

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.3.6 Hall Corridor Hanging Banner



Using banners in the corridor for advertising can attract the attention of visitors. The ads can be printed with your company image, company name, logo and booth number, giving visitors more intuitive booth info.

Quantity	Price (production included, design excluded)
2 Consecutive Banners (Double-sided)	CNY 20,000
4 Consecutive Banners (Double-sided)	CNY 30,000

Location: South Hall - E1 Hall Corridor, W1 Hall & W1-W3 & E1-E5 Halls Center Corridor

Size (width x height) :

South Hall - E1 Hall Corridor: 1.75m x 1.2mH

South Hall - W1 Hall & W1-W3 & E1-E5 Hall Center Corridor: 2.5m x 1.2mH

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

*The organizer reserves a part for the design of the conference guidelines, please refer to the diagram.

3.3.7 Inner Square Billboard

Product images, company name, logo and booth number & other key info can be printed on the billboard. Installed facing visitor traffic flow, these eye-catching large-format ads are unmissable for attendees travelling between exhibition halls. Production included, design excluded.

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

Promotional Space 1: Halls E1-E5, close to the inner square



Specification ONE:

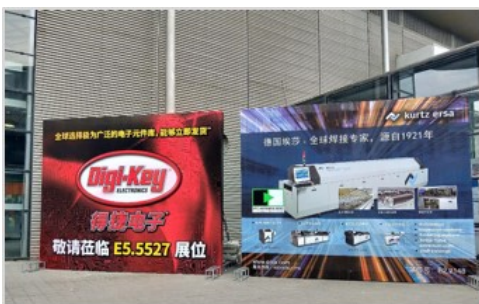
Size (width x height)	Ad specification	Price
4m x 5m	Triple-sided	CNY 30,000



Specification TWO:

Size (width x height)	Ad specification	Price
1m x 2m	Single-sided	CNY 30,000 (4 billboards)

Promotional space 2: South Hall - E1, outside of the connecting corridor



Size (width x height)	Ad specification	Price
5m x 4m	Single-sided	CNY 35,000

- File format: AI, EPS and other source files (with 300 dpi)
- (Only accept one sponsor)

3.3.8 Tetrahedron at Visitor Registration Area



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.

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

Price: CNY 15,000 / column (production included, design excluded)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

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.

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

Price: CNY 55,000 / column (production included, design excluded)

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.3.10 Service Substation Fences Advertising



Located at Gate 6 of W2. Image, company's name, logo and booth number can be shown on both sides.

- **Exclusive**
- **Due to the special structure of the substation fence, ads with light-colored backgrounds may show light penetration through gaps.**



Size (width x height) : 10.4m x 3.8m

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

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.3.11 Poster on Glass Wall

1



Ad 1 is placed outside the entrance hall of each exhibition hall. It can be printed with company names, logos, booth numbers and other information.

- The specific location needs to be confirmed by the organizer
- Each hall is limited to one sponsor

Size (width x height): 3.7m x 3.7m

File format: AI, EPS and other source files (with 300 dpi)

Price: CNY 28,000 (production included, design excluded)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

2



Ad 2 is mounted on the exterior walls facing the inner plaza in Halls E1-E5 and W1-W3.

- 8 sponsors limited

Size (width x height): 25m x 6m or 30m x 5m (choose one)

File format: AI, EPS and other source files (with 300 dpi)

Price: CNY 150,000 (production included, design excluded)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3



Ad 3 is installed on the exterior walls of connecting corridors beside the inner plaza between E1-E2, E2-E3 and E4-E5.

- 3 sponsors limited

Size (width x height): 28.4m x 5m

File format: AI, EPS and other source files (with 300 dpi)

Price: CNY 140,000 (production included, design excluded)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

4



Ad 4 is set on the outer side of the corridor connecting the Main Entrance Hall (South Hall) to Hall E1 and Hall W1.

- 1 sponsor only

Size (width x height) : 8.8m x 3.36m (single-sided)

Price: CNY 30,000 (production included, design excluded)

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

5



Ad 5 is mounted on the glass exterior wall of the corridor between the South Hall and W1.

- 1 sponsor only

Size (width x height) : 15m×3.6m

Price: CNY 50,000 (production included, design excluded)

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.3.12 Banner 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 E6.

- Company image, name, logo or other information can be shown on triangle billboard at top or at back of the shuttle bus.



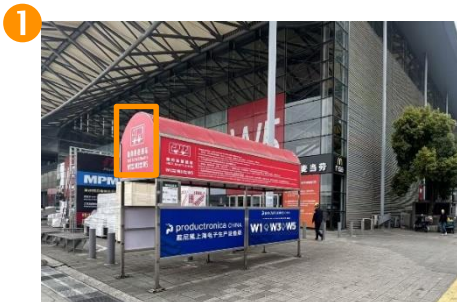
Position	Size (width x height)	Price (production included, design excluded)
Triangle billboard	2.4m x 0.7m	CNY 20,000 / three buses
Back billboard (KT board)	1.3m x 0.9m	CNY 15,000 / three buses

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.3.13 Banner on Shuttle Bus Stop



Circular advertisement above (two pieces on two sides)

Shuttle stations in the exhibition hall are set up outside halls E1 & E6. Station advertisements can print important information such as company image, name, logo, and other important information.



Rectangle advertisement below (four pieces on two sides)

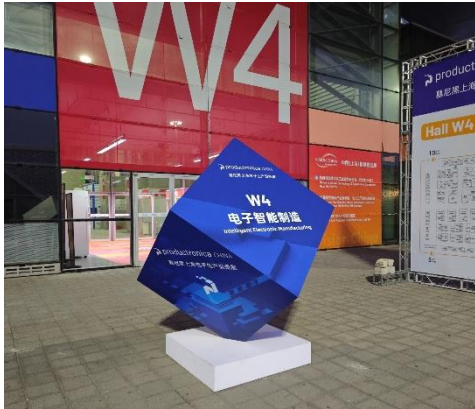
Position	Size (width x height)	Price (production included, design excluded)
Circular advertisement above (two pieces, two sponsors limited)	1.8m x 1.3m	CNY 10,000 / piece
Rectangle advertisement above (two pieces, two sponsors limited)	4m x 0.8m	CNY 15,000 / piece
Rectangle advertisement below (four pieces, four sponsors limited)	2m x 1m	CNY 12,000 / piece

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.3.14 Hexahedral Directional Advertising



Core area of inner plaza, panoramic display. High foot traffic, great exposure and strong lead generation.

- Three panels for exhibitors
- production included, design excluded

Structural size (Width × Height)	Size per face (Width × Height)	Price
1.7m × 2.2m	1.2m × 1.2m	CNY 30,000

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

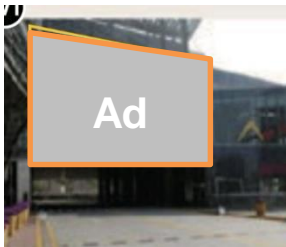
3.3.15 Kerry Parkside Pudong Advertising

Ads can be printed with product images, company names, logos and booth numbers. Located in Pudong's core business area with heavy foot traffic and professional visitors, it effectively boosts brand exposure and attracts audiences. (production included, design excluded)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

Promotional Space 1: Kerry Pudong City Curtain Wall (Expo Centre Corridor)



Size(Width × Height) : 18.84 m x 13m

File format: AI, EPS and other source files (with 300 dpi)

Price: CNY 300,000/ period

Promotional Space 2: Glass Decals at Kerry City Metro Entrance

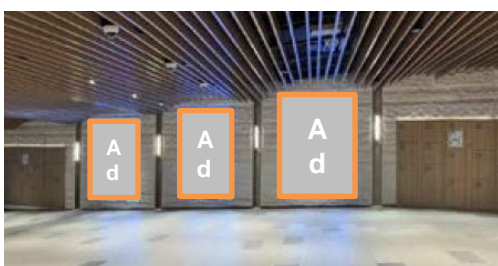


Three sides in total	Sample
Facing Kerry Pudong City	
Facing Expo Centre	
End of metro entrance	

File format: AI, EPS and other source files (with 300 dpi)

Price: CNY 280,000/ period

Promotional Space 3: Digital Screen Ads in Kerry City Metro Passage



- **Exclusive location: Exit 1, Kerry Centre, Huamu Road Station (Metro Line 7)**
- **This triple electronic screen plays rotating ads.**

Size(Width × Height) : 1200 x 800px

File format: AI, EPS and other source files (with 300 dpi)

Price: CNY 750,000/ period

3.4 Functional Area Sponsorship

3.4.1 Tetrahedron at Visitor Lounge



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 / column (Including production, excluding design)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.4.2 Acrylic Stand at VIP Lounge



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

Size (width x height) :147mm x 206mm

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

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.4.3 Poster at Functional Area



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

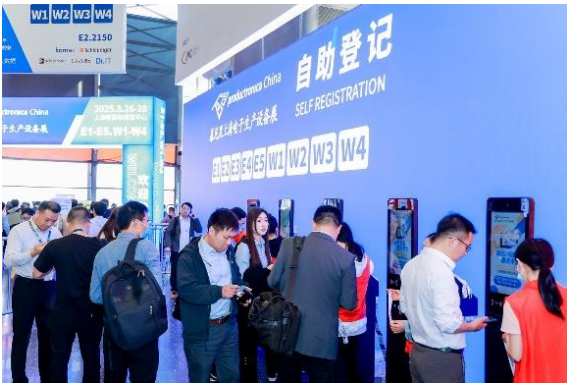
Size (width x height) : 0.95m x 2.4m

Price: CNY 5,000 / posters (Including production, excluding design)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

3.4.4 Self-service printer for visitor badges



The self-service printers for visitor badges are located in the South and North Lobbies, and exhibitors can utilize the screens of the self-service printers for brand promotion.

- **Exclusive**
- File format: AI or PDF
- **Size(width x height):**260mm x 470mm
- **image resolution:**1080*1920

Price: CNY 100,000/10 (Including production, excluding design)

Booking Deadline: January 22, 2027

Deadline for Submitting the Image: February 18, 2027

productronica Shanghai2027

Marketing Sponsorship Service Application Form

Company Name (Chinese & English)

Company Name for Promotion Usage (Chinese & English)

Tel **Fax** **Mobile (Important)**

Contact Person: Mr. / Ms.

Title

Email (Important)

1. Digital Marketing	
Home Banner <input type="checkbox"/> Promo Slot 1 <input type="checkbox"/> Promo Slot 2 CNY 15,000 CNY 12,000	Inside Page Banner <input type="checkbox"/> Promo Slot 3 <input type="checkbox"/> Promo Slot 4 <input type="checkbox"/> Promo Slot 5 CNY 8,000 CNY 3,000 CNY 5,000
Online Catalogue Page Banner <input type="checkbox"/> Promo Slot 6 <input type="checkbox"/> Promo Slot 7 <input type="checkbox"/> Promo Slot 8 CNY 8,000 CNY 8,000 CNY 8,000	Pre-registration Page Advertising <input type="checkbox"/> CNY 40,000
Banner on EDM <input type="checkbox"/> Top- Other Months <input type="checkbox"/> Top- 3ME CNY 10,000/3 period CNY 15,000/3 period <input type="checkbox"/> Bottom-Other Months <input type="checkbox"/> Bottom-3ME CNY 8,000/3 period CNY 12,000/3 period	Homepage Pop-up Advertising (Mini Program) <input type="checkbox"/> CNY 15,000
Carousel Advertising (Mini Program) <input type="checkbox"/> CNY 12,000	Homepage Bottom Advertising (Mini Program) <input type="checkbox"/> CNY 10,000
Inside Page Banner (Mini Program) <input type="checkbox"/> Exhibitor List Page <input type="checkbox"/> Exhibit List Page CNY 8,000 CNY 8,000	
WeChat Press Release <input type="checkbox"/> Headline-Jan/Feb <input type="checkbox"/> Sub-Article -Jan/Feb CNY 8,000/issue CNY 5,000/issue <input type="checkbox"/> Headline-Other Months <input type="checkbox"/> Sub-Article - Other Months CNY 5,000/issue CNY 3,000/issue	Banner on WeChat Press Release <input type="checkbox"/> Top - 3ME <input type="checkbox"/> Top – Other Months CNY 10,000/3 issues CNY 8,000/3 issues <input type="checkbox"/> Bottom - 3ME <input type="checkbox"/> Bottom–Other Months CNY 8,000/3 issues CNY 5,000/3 issues
Short Video Promotion <input type="checkbox"/> CNY 12,000	Live Media Interview <input type="checkbox"/> CNY 20,000
2. Joint Sponsorship	
Tote Bag Sponsorship <input type="checkbox"/> CNY 15,000/ 2,000 pcs	Gift Sponsorship <input type="checkbox"/> General Visitors <input type="checkbox"/> VIP Visitors CNY1,000/100pcs CNY1,000/100pcs
Lunch Coupon Sponsorship <input type="checkbox"/> CNY 8,000 / 1,000 pcs	

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 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 inconformity, 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 inconformity, 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, CUP 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:
- 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;
 - Claims or requests by any third party due to the Sponsor's breach of these terms and conditions;
 - Any legal liability resulting from any breach of these terms and conditions by the Sponsor;
 - Any dispute between the Sponsor and any audience over the products or services promoted during the live-streaming;
 - 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

① Definition

"Data" refers to all kinds of information recorded electronically or otherwise, including (but without limitation) Personal Information, Sensitive Personal Information, Important Data, and other general information.

"Personal Information" refers to all kinds of information, recorded electronically or otherwise, that relates to an identified or identifiable natural person, excluding anonymized information. Typical examples of Personal Information include (but are not limited to) name, date of birth, ID number, biometric information, residence, phone number, cellphone number, email address, health information, and tracking information.

"Sensitive Personal Information" refers to Personal Information that, if leaked or illegally used, could easily result in infringement of a natural person's dignity or endangering of personal or proprietary security, which includes (but is not limited to) biometric information, religious belief, special identity, medical and health information, financial account, tracking and whereabouts, and information of minors below the age of 14.

"Important Data" refers to Data that, once tampered with, destroyed, leaked, illegally obtained or illegally used, may endanger national security, economic operation, social stability, public health and security, etc.

"Data Subject" refers to identified or identifiable natural person whose Personal Information is collected and processed.

② MM-SH and Sponsor shall at all times be aware of and comply with all applicable PRC laws and regulations in relation to cyber security and data protection.

③ Before providing (or making accessible) to MM-SH any Data, the Sponsor shall notify MM-SH in advance of any special regulatory requirements applicable to Data and any security and compliance measures based on such special regulatory requirements that MM-SH needs to implement before processing such Data.

④ The Sponsor agrees and undertakes to (i) only provide (or make accessible) to MM-SH the Data limited to the scope as required to enable both parties' fulfillment of obligations under this Terms of Sponsorship and other relevant business purposes, (ii) strictly follow the respective requirements on content, format, quantity, channel, etc. as agreed between the parties (if any), (iii) in case of providing any Personal Information to MM-SH (e.g. Personal Information of the Sponsor's staff or contacts), guarantee and secure that it has properly obtained statutorily required consent (including separate consent for e.g. sharing Personal Information with MM-SH, processing Sensitive Personal Information, or allowing MM-SH to further transmit such data to a third party either in the PRC or outside the PRC) from corresponding Data Subjects in advance so as to enable MM-SH to legally process such Personal Information.

⑤ The Sponsor hereby grants MM-SH an irrevocable right to process the Data to the extent as permitted by applicable PRC laws and regulations, including but not limited to processing by MM-SH itself, entrusting a third party to process, transferring / exporting the Data to a third party, etc.

⑥ The Sponsor understands and agrees that MM-SH may disclose the Data received or accessed under this Terms of Sponsorship or during the course of cooperation in the event that MM-SH is required to do so by any ruling of a regulatory authority or court or by applicable PRC laws or regulations (collectively "Statutory Requirements"). MM-SH will notify the Sponsor in a practical way of such disclosure after MM-SH becomes aware of the Statutory Requirements and is legally allowed to notify the Sponsor to this effect.

⑦ The Sponsor acknowledges and confirms that except for Personal Information, Data provided under this Term of Sponsorship or during the course of cooperation shall not contain those regulated under PRC laws and regulations (e.g. Important Data). Particularly, the Sponsor hereby confirms that any Data provided (or made accessible) by the Sponsor to MM-SH has not been classified or defined as Important Data according to any publicly available official documents (including but not limited to laws, regulations, national and industrial standards, irrespective of regions or departments) and / or any Chinese regulators / officials. Nevertheless, insofar as later on any Data (excluding Personal Information) provided qualifies as regulated Data, the Parties shall actively cooperate with each other and use their best effort to jointly assess and work out legally feasible measures to sustain this Term of Sponsorship and the cooperation between the Sponsor and MM-SH, and mitigate any potential negative impact therefrom.

⑧ The Sponsor shall fully indemnify MM-SH and hold MM-SH harmless from any claims, penalties or damages incurred due to the Sponsor's failure (including the Sponsor's staff, agents or other representatives commissioned by the Sponsor) to comply with applicable PRC laws and regulations or the obligations under this Data Protection section.

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.