

5 - 7.3.2020

Saigon Exhibition and Convention Center (SECC)
Ho Chi Minh City, Vietnam

Please Reply to:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd

Contact : Mr. Lance Liu / Ms. Doris Li

China Tel : +86 755 8299 4989 ext 537 / ext 535

Email : sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Subject to change. Information as of August 2019.

Quantity	Items / Specifications			Unit Price (USD)
(A) Sponsorship marketing options (Deadline: 6 December 2019)				
	A01	Visitor admission badge	Exclusive sponsor	3,000
	A02	Visitor lanyard	Exclusive sponsor	3,000
	A03	VIP Lounge	Joint sponsor, max 3 no.	2,000
	A04	Press centre	Joint sponsor, max 3 no.	2,000
	A05	Fringe programme	Joint sponsor	2,000
	A06	Show bag	Exclusive sponsor	3,500
	A07	Sponsor's logo on exhibition floor plan	Joint sponsor, max 5 no.	1,000
	A08	Souvenir	Joint sponsor	On request
	A09	Onsite distribution service	Joint sponsor	On request

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Quantity	Items / Specifications		Unit Price (USD)	
(B) Publications (Deadline: 15 October 2019)				
	B01	Visitor postcard	5,000	
	B02	Visitor invitation flyer (show preview)	2,500	
(B) Publications (Deadline: 6 December 2019)				
	B03 (a)	Official fair catalogue	First page - opposite to inside front cover (full page, 4-colour)	1,500
	B03 (b)		Inside front cover ad (full page, 4-colour)	1,800
	B03 (c)		Inside back cover ad (full page, 4-colour)	1,600
	B03 (d)		Opposite inside back cover ad (full page, 4-colour)	1,300
	B03 (e)		Run-of-page (full page, 4-colour)	1,000
	B03 (f)		Logo or trademark beside catalogue entry (black and white)	300
	B04	Visitor Guide	1,000	
(C) Onsite advertising (Deadline: 6 January 2020)				
	C01 (a)	Advertising board	1m (W) x 2.5m (H)	1,000
	C01 (b)		2m (W) x 2.5m (H)	1,800
	C02 (a)	Hanging banner	1m (W) x 5m (H)	1,000
	C02 (b)		3m (W) x 5m (H)	2,500
			Total:	

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Technical Specifications

1. Please refer to the 'Sponsorship marketing service' leaflet for the size of the advertising artwork.
2. The bleeding size for publications is 5mm each side, and 5cm each side for the onsite advertising items.
3. The artwork for advertisements must comply with the format requirements provided by the organisers. A thumbnail in JPG format should be provided, together with the artwork for cross-checking. For file in AI format, text must be outlined.
4. The application and advertising artwork must be sent to sponsorship@hongkong.messefrankfurt.com on or before the submission deadline.

Terms and Conditions

1. The position of the advertisement will be reserved for clients who have re-subscribed to the same item as per the last edition. The released positions will be arranged on a 'first come, first served' basis. The placement of onsite advertising items may be altered due to any unforeseen factors. The organisers reserve the right to decide the position according to the set of circumstances.
2. Clients are required to provide advertising artwork in accordance with the format specifications before the submission deadline. In the case that any work is submitted late, any additional costs or responsibilities of the failure to publish will be borne by clients; the advertising fee will not be refunded. The organisers are not responsible for any errors, omissions and/or damages of advertising.
3. The content in advertisements from clients must not include any promotion from other fairs, nor any competitor information of the fair. All content is required to be approved by the organisers. The organisers reserve the right to reject the application.
4. The application cannot be cancelled if/when the organisers confirm the advertisement offer(s). Full payment from the client must be made.
5. A 150% reproduction fee of the original cost will be charged to the client for any replacement request of advertising after the installation/completion of the advertisement. Organisers reserve the right to proceed with the replacement request or not, according to the actual situation.
6. Applications submitted after the deadline will be charged a 50% production fee (if any). The organisers reserve the right to accept the application or not, according to the actual situation.
7. The client is responsible for the cost of shipment and storage to/at the exhibition venue for any product distribution services. Complimentary storage services may be arranged upon prior checking with the organisers before the show opens.
8. The rules and regulations are bound by the General Terms and Conditions (which are available at www.messefrankfurt.com). Upon this signed application, clients agree to comply with both the General Terms and Conditions, as well as the terms and conditions listed on this application form. In case of any dispute, the organisers reserve the final jurisdiction.
9. All payments must be submitted to the organiser Messe Frankfurt New Era Business Media Limited together with this form. All bank charges will be borne by the client. The account is:

Bank:	Hong Kong and Shanghai Banking Corporation Ltd
Address:	1 Queen's Road, Central, Hong Kong
A/C No.:	400-678694-838 (Multi-currency)
Account Holder:	Messe Frankfurt New Era Business Media Limited
Swift code:	HSBCHKHHHKH

We agree to the terms and conditions and sign below :

Company name: _____

Booth number: _____

Contact person: _____

Telephone: _____

Email: _____

Date: _____

Signature with company stamp: _____