

Please Reply to:
Messe Frankfurt (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 May 2020.

Quantity	Items / Specifications	Unit Price (USD)
(A) Sponsorship marketing options (Application deadline: 16 July 2020, except A01, A06 & A08)		
	A01 Visitor admission badge <i>(Application deadline: 25 May 2020)</i>	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 <i>(Application deadline: 3 July 2020)</i>	Exclusive sponsor 3,500
	A07 Sponsor's logo on exhibition floor plan	Joint sponsor, max. 5 no. 1,000
	A08 Souvenir <i>(Application deadline: 3 July 2020)</i>	Joint sponsor On request
	A09 Onsite distribution service	Joint sponsor On request

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Quantity	Items / Specifications	Unit Price (USD)
(B) Publications		
	B03 (a) B03 (b) B03 (c) B03 (d) B03 (e) B03 (f) Official fair catalogue (Application deadline: 5 June 2020)	First page - opposite to inside front cover (full page, 4-colour)
		1,500
		Inside front cover ad (full page, 4-colour)
		1,800
		Inside back cover ad (full page, 4-colour)
		1,600
	Opposite inside back cover ad (full page, 4-colour)	
	1,300	
	Run-of-page (full page, 4-colour)	
	1,000	
	Logo or trademark beside catalogue entry (black and white)	
	300	
	B04	Visitor Guide (Application deadline: 12 June 2020)
		1,000
(C) Onsite advertising (Application deadline: 16 July 2020)		
	C01 (a) C01 (b) Advertising board	1m (W) x 2.5m (H)
		1,000
	C02 (a) C02 (b) Hanging banner	2m (W) x 2.5m (H)
		1,800
	1m (W) x 5m (H)	1,000
		3m (W) x 5m (H)
		2,500
Total:		

20 – 22 August 2020

Saigon Exhibition and Convention Center (SECC)

Ho Chi Minh City, Vietnam

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Technical Specifications

1. Please refer to the 'Sponsorship Marketing Opportunities' brochure for the dimension of the advertising artworks.
2. The bleeding size for publications is 3mm 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 artwork is submitted after deadline, 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). Clients are responsible for all advertising and service cost, full payment must be made for cancellation.
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 surcharge (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 <https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html>). 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 Messe Frankfurt New Era Business Media Limited together with this form. All bank charges will be borne by the client. The account details 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: _____