

INVITATION TO EXHIBITORS

[www.diecastexpo.cn/en](http://www.diecastexpo.cn/en)



# CHINA DIECASTING 2017

The 12<sup>th</sup> China International Diecasting Congress & Exhibition

2017.7.19-21 | Shanghai New International Expo Centre

## Marketing Brochure

| Together With |



China Nonferrous Alloys &  
Special Casting Exhibition 2017



NÜRNBERG MESSE

## Market Promotion Service makes everything so easy!

To achieve the best result of your entry, we specially provide the most elaborate manual to show an overall market promotion plan and the most effective service in this exhibition. If you are willing to choose our package, there is no need for you to worry about those trivial and exhausting pre-exhibition promotion work. Market Promotion Service makes everything so easy! Wise choice and you will be a big star!

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## Contact us

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# 第十二届中国国际压铸会议暨展览会 CHINA DIECASTING 2017

## 1. Pre-show promotion

### 1.1 Online-promotion

#### 1.1.1 Website promotion

Full year



- Focus Ad at position 1 758x296 RMB 5,000/month, 30,000/year(at most 5)
  - Flag Ad at position 2 120x100 RMB 3,500/month, 30,000/year
  - Rolling Ad at position 3 110x75 RMB 1,500/month, 10,000/year
- (free for exhibitors with 36 or above exhibiting area)

#### 1.1.2 Newsletter

Full year



- Position 1 85x78  
RMB 800/2 period  
(free for exhibitors with 36 or above exhibiting area)
- Position 2 500x100  
RMB 4,000/2 period

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## 2. During-show

### 2.1 Printing material promotion

#### 2.1 Catalogue Ad.

Deadline: June 9, 2017



Full page color Ad.  
inside catalogue

- Full page color on back cover **RMB 15,000**
- Full page color on separating page **RMB 15,000**
- Full page color on inside front page **RMB 12,500**
- Full page color on inside back cover **RMB 12,500**
- Full page color inside catalogue **RMB 10,000**

### 2.2 Onsite sponsorship

We are hoping to offer you not only an ideal booth, but the greatest return during this exhibition. Onsite sponsorship ensures you the best market promotion in the shortest possible time, aiming to make you to be the focus. Limited onsite sponsorship is on first come first served basis. Act now!

#### 2.2.1 Visitor Lanyard Ad.



- **RMB 60,000 (Incl. production)**  
Qty.: 7,000 Size: 2cm (w)

#### 2.2.2 Visitor Badge Ad.



- **RMB 65,000 (Incl. production)**  
Qty.: 7,000  
Size: 35mm (h) x 100mm (w)

#### 2.2.3 Visitor Badge Ad. (on the back)



- **RMB 50,000 (Incl. production)**  
Qty.: 7,000  
Size: 90mm (h) x 100mm (w)

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## 2.2.4 Onsite map Ad.



- **RMB 10,000 (Incl. production)**  
Qty.: 10,000  
Size: 47mm (w) x 66mm (h)

## 2.2.5 Footprint Ad.



- **RMB 10,000/ pack (Incl. production)**  
Qty.: 1/pack  
Size: 1.5m (w) x 1.5m (h)

## 2.2.6 Tote bag Ad.



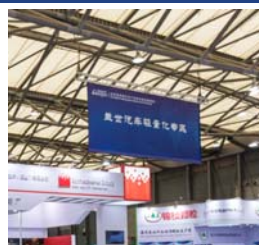
- **RMB 60,000 (Incl. production)**
- **RMB 30,000 (Excl. production)**  
Qty.: 7,000  
Size: 400mm (h) x 450mm (w)

## 2.2.7 Bottle water Ad.



- **RMB 50,000 (Incl. production)**
- **RMB 25,000 (Excl. production)**  
Qty.: 5,000  
Size: 550 ml

## 2.2.8 Indoor hanging banner



- **RMB 8,000/ one side ( $\leq 5 \text{ m}^2$ )**
- **RMB 1,500/  $\text{m}^2$  ( $>5 \text{ m}^2$ )**

## 2.2.9 Outdoor billboard



- **RMB 40,000/ pic (Incl. production)**  
Size: 8m (w) x 5m (h)

## 2.2.10 Movable billboard



- **RMB 40,000/pic (Incl. production)**  
Size: 4m (w) x 5m (h)

## 2.2.11 Corridor Ad.



- **RMB 40,000/pic (Incl. production)**  
Size: 5m (w) x 2.5m (h)

## 2.2.12 Exhibition information inquiry machine Ad.



- **RMB 5,000/pic (Incl. )**  
Size: 53cm (w) x 93.5cm (h)

## 2.2.13 Hang flags Ad.



- **RMB 2,500/pic (Incl. production)** Qty.: 8  
Size: 5m (w) x 0.7 (h)

## 3. Press centre

### 3.1 Media promotion service

We are hoping to offer you customized market promotion service throughout a year. We'd love to take full advantage of our considerable resource of senior media to create an unique promotion plan for companies in organic industry. Extensive coverage and credibility are bound to realize under our media promotion service!



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## 4. Market promotion package

4.1 Free Package	Full year	4.2 Catalogue Package
<b>To every exhibitor freely:</b>		<b>Deadline: June 9, 2017</b>
<ul style="list-style-type: none"> <li>Words information in catalogue</li> <li>Company information release (official website, press release)</li> <li>Online "Exhibitor self-service platform" (company introduction, product show, latest news, match in supply and demand)</li> <li>50 printed "Audience Invitation" (for mailing)</li> <li>Electronic invitation (for mailing)</li> <li>Electronic booth label (for online, email and print Ad design)</li> <li>Nomination and invitation service for VIP customers</li> <li>Media contact service</li> <li>News service (exhibitor events, product or technique promotion)</li> </ul>		<b>Package price: RMB 9,500</b> (Original price: RMB 11,000) <ul style="list-style-type: none"> <li>Words information in catalogue</li> <li>Catalogue Ad (full page color inside)</li> <li>Logox1</li> <li>Exhibit categoryx2 (company name in Chinese/English &amp; booth number)</li> </ul>

### 4.3 Value-added Package to Key Accounts

#### Only for exhibitors above 36sqm:

• <b>Official website:</b> company logo & company profile	Jan 2017— Jul 2017
• <b>Email:</b> company logo (mass mail to potential audience and media based on our database, <u>circulation: 15,000</u> )	Jan 2017— Jul 2017 (per three weeks)
• <b>Exhibition ticket:</b> company logo (media entrainment, <u>circulation: 120,000</u> )	Apr 2017
• <b>Visitor guide:</b> company logo & company profile (media entrainment; organizer direct-mail; supporter direct-mail, <u>circulation: 80,000</u> )	May 2017
• <b>Customer invitation:</b> (exhibitor invitation, customer invitationx100 for free)	May 2017
• <b>Exhibition preview:</b> company profile (official website; email; media)	Jun 2017
• <b>Onsite map:</b> company logo (onsite audience, <u>circulation: 10,000</u> )	Jun 2017

### 4.4 Professional Package

**Deadline: June 3, 2016**

• <b>RMB 3,000</b>	Half page words information in catalogue	Mass email press release in EDM
• <b>RMB 15,000</b> (original price: 22,000)	<div> <div>RMB 3,000</div> <div>+</div> <div>Catalogue logo</div> </div>	Mass email sidebar Ad news in EDM
• <b>RMB 25,000</b> (original price: 36,000)	<div> <div>RMB 3,000</div> <div>+</div> <div>Full page color Ad inside catalogue</div> </div>	Sidebar Ad in home page of official website

\* NMC owns the final right to interpret all advertisements and sponsorship of CHINA DIECASTING 2017.

# 第十二届中国国际压铸会议暨展览会 CHINA DIECASTING 2017

Please return this form via fax or email to  
NürnbergMesse China Co., Ltd.  
Fax: +86-21-5228 4011  
Email: tony.zhuang@nm-china.com.cn

Company:	Booth number:
Country:	Contact person:
Phone:	Fax:
Address:	Email:

## Please tick:

### 1. Pre-show promotion

#### 1.1 Online promotion

##### 1.1.1 Website promotion

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Position 1<br>(RMB 5,000/m 30,000/y) | <input type="checkbox"/> Position 2<br>(RMB 3,500/m 30,000/y) | <input type="checkbox"/> Position 3<br>(RMB 1,500/m 10,000/y) |
|---|---|---|

##### 1.1.2 Newsletter Ad

- |   |  |
|---|--|
| <input type="checkbox"/> Position 1 (RMB 800/ 2 period) | <input type="checkbox"/> Position 2 (RMB 2,000/2 period) |
|---|--|

### 2. Show period promotion

#### 2.1 Printing materials

##### 2.1.1 Catalogue Ad

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Full page color on inside back page (RMB 12,500) | <input type="checkbox"/> Full page color on separating page (RMB 15,000)   | <input type="checkbox"/> Full page color on inside front page (RMB 12,500) |
| <input type="checkbox"/> Full page color inside catalogue (RMB 10,000)    | <input type="checkbox"/> Full page color on inside back cover (RMB 15,000) |  |

#### 2.2 Onsite sponsorship

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Visitor lanyard Ad.<br>(RMB 60,000)  | <input type="checkbox"/> Visitor badge Ad. (on the top)<br>(RMB 65,000) | <input type="checkbox"/> Visitor Badge Ad. (on the back)<br>(RMB 50,000) |
| <input type="checkbox"/> Onsite map Ad. (RMB 10,000)  | <input type="checkbox"/> Foot print (RMB 10,000)                        | <input type="checkbox"/> Tote-bag (RMB 60,000/ 30,000)                   |
| <input type="checkbox"/> Indoor hanging banner<br>RMB 8,000/ pic (<= 5sqm)<br>RMB 1,500/ sqm (>5 sqm) | <input type="checkbox"/> Outdoor billboard<br>(RMB 30,000)              | <input type="checkbox"/> Movable billboard<br>(RMB 20,000)               |
| <input type="checkbox"/> Bottle water Ad.<br>(RMB 60,000/ 30,000)                                     | <input type="checkbox"/> Corridor Ad,<br>(RMB 8,000/ pic)               | <input type="checkbox"/> Souvenir sponsorship                            |
|   |   | <input type="checkbox"/> 2.2.12 Ad. <input type="checkbox"/> 2.2.13 Ad.  |

### 3. Press centre

- ☐ Media promotion service

### 4. Market promotion package

#### 4.2 Catalogue package

- ☐ RMB 9,500

#### 4.4 Optional package

- |                                    |                                     |                                     |
|------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> RMB 3,000 | <input type="checkbox"/> RMB 15,000 | <input type="checkbox"/> RMB 25,000 |
|------------------------------------|-------------------------------------|-------------------------------------|

Signature/Company stamp \_\_\_\_\_

Date \_\_\_\_\_