

# pcim

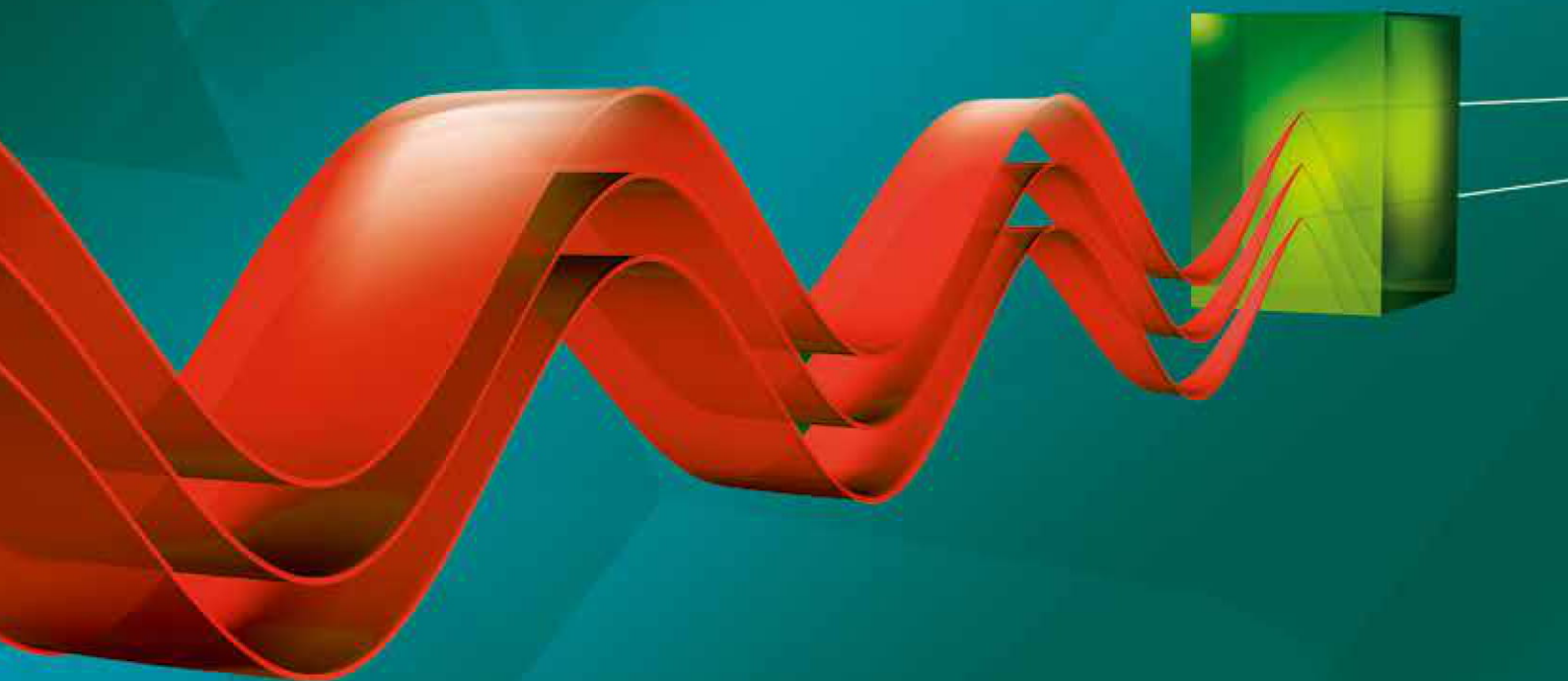
ASIA

电力电子、智能运动、可再生能源  
上海国际电力元件、可再生能源管理展览会  
International Exhibition and Conference  
for Power Electronics, Intelligent Motion,  
Renewable Energy and Energy Management

## Digital exposure opportunities

Shanghai, November 16-18, 2020

[www.pcimasia-expo.com](http://www.pcimasia-expo.com)



**mesago**  
Messe Frankfurt Group

 **messe frankfurt**

Digital exposure – online platform

**D01 – D02: Upgraded media package (Silver and Gold)**

Each exhibitor will receive a free Silver Media Package in which their company’s online presentation will be displayed in the "Exhibitor & products" section on the fair’s official website [www.pcimasia-expo.com](http://www.pcimasia-expo.com). The Upgraded Gold Media Package enhances from the Silver Media Package at little expense, allowing you to draw more attention from professional buyers.

**D01: Silver Media Package**

**Free offer (valued at RMB 900)**

- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 1 product page (picture & description)
- 3 keywords

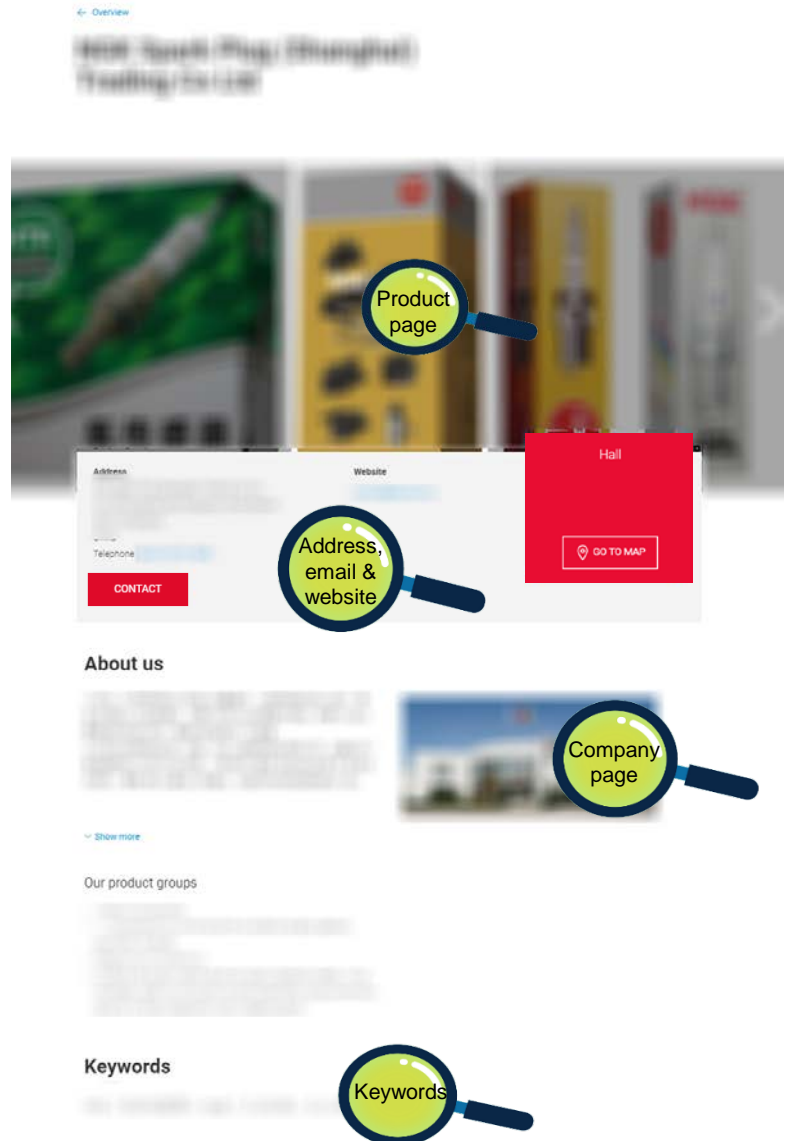
**D02: Upgrade Gold Media Package**

**RMB 600 (valued at RMB 1,500)**

- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 5 product pages (picture & description)
- 5 keywords

\* Exhibitor can upgrade to Gold Media Package (valued at RMB 1,500) on top-up priced RMB 600.

2019 exhibitors & products



Please contact us:  
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**Digital exposure – online platform**

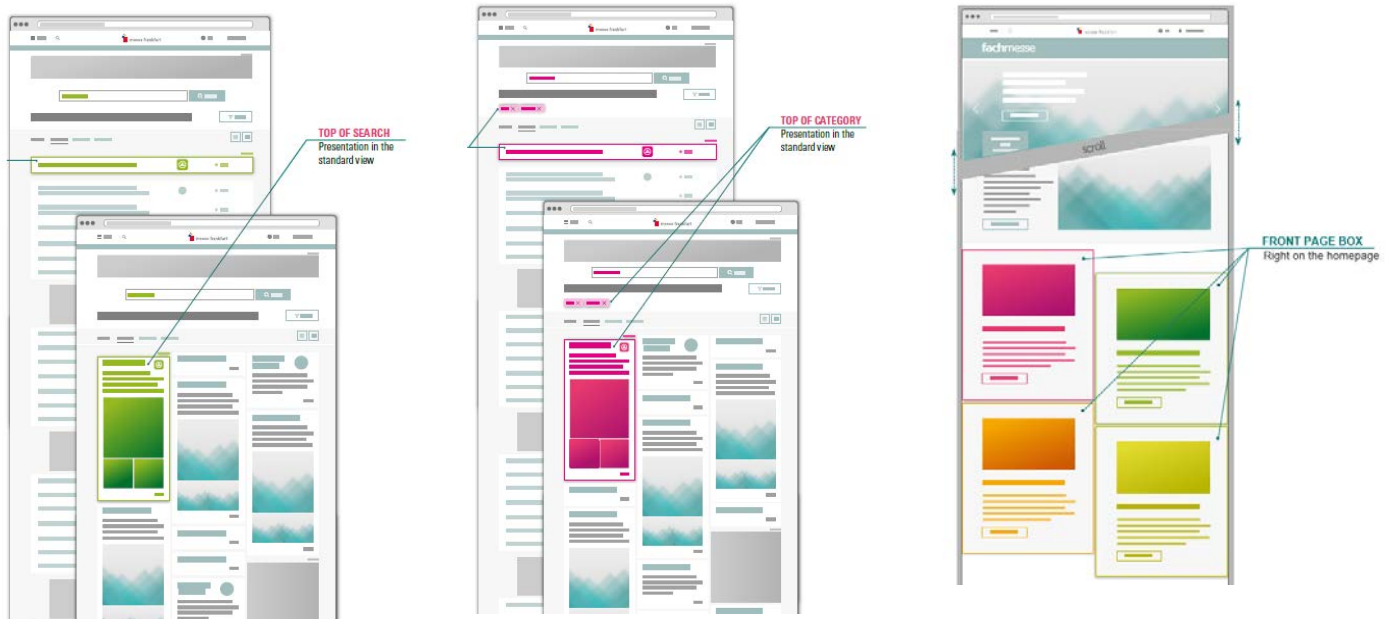
**Add-ons: additional services in the exhibitor and product search on the fair website**

Distinguish your company from competitors by booking add-ons for your upgraded media package displayed on the official website. Make use of these add-ons in the exhibitor and product search on the fair website, thus you can reach thousands of trade fair visitors all year round.

**D03: Search Add-ons**

Visitors will see you immediately with these add-ons, which increase your visibility!

(a) Top Of Search	(b) Top Of Category	(c) Front Page Box
<b>RMB 4,000</b>	<b>RMB 2,000</b>	<b>RMB 4,000</b>
<ul style="list-style-type: none"> <li>Your entry will be prominently displayed at the top of the search results (This requires the company being listed in the search results)</li> <li>5 limited advertising spaces (Only 1 entry is displayed in rotation)</li> </ul>	<ul style="list-style-type: none"> <li>Your entry will appear at the top of the search results within a product category</li> <li>3 limited advertising spaces (Only 1 entry is displayed in rotation)</li> </ul>	<ul style="list-style-type: none"> <li>The trade fair homepage is the starting point for finding more information on the trade fair.</li> <li>4 limited advertising spaces</li> </ul>



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## Digital exposure – online platform

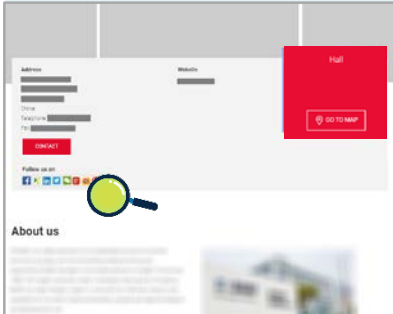
### D04: Link Add-ons

Visitors can access your online shop and social media platform through the Link Add-ons on the company profile!

**(a) Social media link**

**RMB 500**

- Add icons and links to your social media pages at: WeChat, LinkedIn, YouTube, Facebook, Twitter, Weibo, Pinterest, Instagram
- For up to 10 links

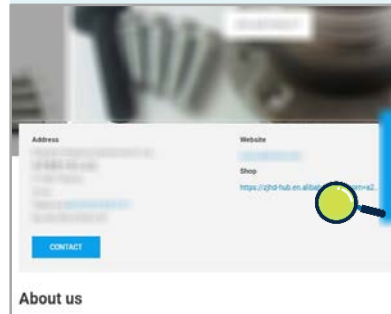


The screenshot shows a company profile interface with a 'Follow us on' section containing social media icons for Facebook, LinkedIn, YouTube, WeChat, and Weibo. A magnifying glass highlights these icons. Other visible elements include a 'GO TO MAP' button and an 'About us' section.

**(b) Shop link**

**RMB 500**

- Link to your online shop
- 1 link is available per exhibitor



The screenshot shows a company profile interface with a 'Shop' link highlighted by a magnifying glass. The link text is 'https://shop.fub.en.alibaba.com/...'. Other visible elements include a 'CONTACT' button and an 'About us' section.

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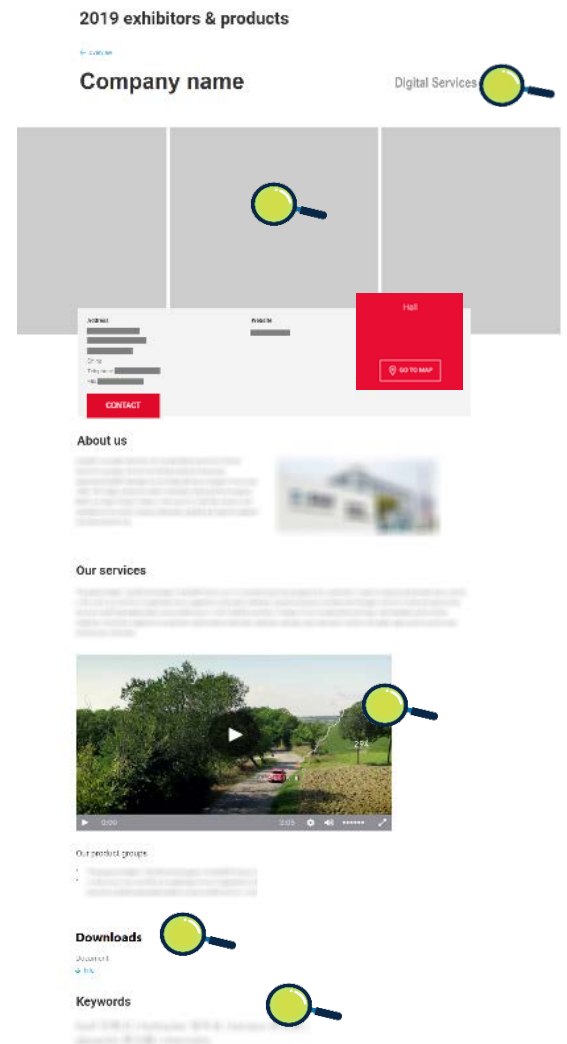
Digital exposure – online platform

D05: Information Add-ons

Visitors will see more contents in your company profile, that increases your brand visibility!

<b>(a) Logo</b>
<b>RMB 300</b>
<ul style="list-style-type: none"> <li>➤ Give a visual representation of company brand</li> </ul>
<b>(c) Video</b>
<b>RMB 500</b>
<ul style="list-style-type: none"> <li>➤ Show videos in your company profile in the fair website's exhibitor search</li> <li>➤ All popular video formats are supported / aspect ratio 16:9 and 4:3 / featured video length up to 5 minutes (longer videos upon request)</li> </ul>
<b>(e) Keyword</b>
<b>RMB 120</b>
<ul style="list-style-type: none"> <li>➤ Exhibitor can be found faster</li> </ul>

<b>(b) Product page</b>
<b>RMB 500</b>
<ul style="list-style-type: none"> <li>➤ Strengthen your presence with additional products and increase the hit rate from potential customers</li> <li>➤ Show your highlights and new products</li> <li>➤ Includes 1 photo and product information in both Chinese and English (2,500 characters each)</li> </ul>
<b>(d) Document download</b>
<b>RMB 1,000</b>
<ul style="list-style-type: none"> <li>➤ Attach document such as product catalogue or company magazine in exhibitor profile</li> <li>➤ Visitors can save the document</li> <li>➤ Format: pdf</li> </ul>



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Digital exposure – online platform


D06: Online banners

The fair's official website [www.pcimasia-expo.com](http://www.pcimasia-expo.com) is an exclusive spot to draw attention from all attendees. Your advertising message will be delivered promptly and remained potently in audience's mind.

(a) Online banner at exhibitor search – under the header

**RMB 7,500**

- 10:1 (1,140 x 114 px)
- Format: jpg / png / gif
- 3 rotations




(b) Online banner at homepage

**RMB 5,300**

- 4:1 (1,140 x 285 px)
- Placement after roughly 1/3 of the page height
- Format: jpg / png / gif
- 3 rotations

30%



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Digital exposure – mobile platform

D07: WeChat visitor service account banner

Messe Frankfurt visitor service account (WeChat ID: mf-visitor) provides service for China and international visitors, such as providing the latest fair information, visitor pre-registration, online customer service and more.

(a) Users' account – Visitor registration page

**RMB 10,000**

- 400 x 100 px
- 1 URL link included

(b) Registration confirmation page

**RMB 8,000**

- 300 x 75 px
- 1 URL link included



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# Application form

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D01		Silver Media Package	<input type="checkbox"/>	D02		Gold Media Package	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>Company name</li> <li>Booth number</li> <li>Product group</li> <li>Correspondence address</li> <li>Email &amp; website</li> <li>1 company page (picture &amp; description)</li> <li>1 product page (picture &amp; description)</li> <li>3 keywords</li> </ul>		Free		<ul style="list-style-type: none"> <li>Company name</li> <li>Booth number</li> <li>Product group</li> <li>Correspondence address</li> <li>Email &amp; website</li> <li>1 company page (picture &amp; description)</li> <li>5 product pages (picture &amp; description)</li> <li>5 keywords</li> </ul>		RMB 600	
		(valued at RMB 900)				(valued at RMB 1,500)	
After joining upgraded media package (D01 or D02), add-ons items D03 – D05 can be chosen							
Item						Price (RMB)	Qty
D03	Search Add-ons	(a) Top Of Search				4,000	
		(b) Top Of Category				2,000	
		(c) Front Page Box				4,000	
D04	Link Add-ons	(a) Social media link				500	
		(b) Shop link				500	
D05	Information Add-ons	(a) Logo				300	
		(b) Product page				500	
		(c) Video				500	
		(d) Document download				1,000	
		(e) Keyword				120	
D06	Online banner	(a) At exhibitor search – under the header 10:1				7,500	
		(b) At homepage 4:1				5,300	
D07	WeChat visitor service account banner	(a) Users' account – Visitor registration page				10,000	
		(b) Registration confirmation page				8,000	
<b>Total</b>							

**We hereby accept the Terms & Conditions and sign below**

Company name (English) : \_\_\_\_\_

Company name (Chinese) : \_\_\_\_\_

Contact person : \_\_\_\_\_ Booth No. : \_\_\_\_\_

Tel / Cell phone : \_\_\_\_\_ Fax : \_\_\_\_\_ E-mail : \_\_\_\_\_

Signature (with company stamp) : \_\_\_\_\_ Date : \_\_\_\_\_



**Terms & Conditions:**

1. Reservation of advertisement space will be arranged on 'first-come-first-serve' basis.
2. The organisers reserve the right to decline any advertisement application.
3. The use of the provided advertising media for trade shows and events that considered competitive events of the organisers is not authorised.
4. Exhibitors are responsible for providing the organisers with all company logos and/or artworks before deadline(s), with a thumbnail in JPG format for verification purposes, and that all artwork(s) are subject to approval by the organisers. Otherwise a timely provision of the advertising media cannot be warranted.
5. The organisers are not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
6. The organisers reserve the right to make insignificant deviations to the measurements, shapes and colours of the advertising documents, unless customer had notified the organisers the specified pantone colours code and/or other details.
7. A surcharge of 50% will be charged if the advertisement order is requested after the deadline. The organisers reserve the right to decline any request.
8. Any alteration / relocation of advertisement after production / installation is deemed as reperformance. The reperformance cost (150% of original production cost) is at the expense of exhibitor. The organisers reserve the right to decline any request.
9. The locations of advertising media are subject to actual situation onsite and the organisers reserve the right to make deviations if necessary.
10. In case that advertising media provision cannot be realized because of late submission of artwork by customer, the advertising fee is not refundable.
11. No cancellation is accepted for the customer once the signed Digital advertising application form is submitted. The customer is liable for the total amount in that case.
12. If exhibitors fail to make payment timely, the organiser reserves the right not to provide corresponding advertising services.
13. The total amount shall be due prior to the provision of the service by the organisers immediately upon receipt of the payment notice.

Bank:	Bank of China, Shanghai Branch, Nanjing Road (West) Third Sub-branch
A/C No.:	448159241206
A/C Holder:	Messe Frankfurt (Shanghai) Co., Ltd
Swift code:	BKCHCNBJ300
A/C Type:	US\$
14. All bank charges are borne by the exhibitors / sponsors / advertisers.
15. The applicants are also bound by the General Terms and Conditions, available on the website: [www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)
16. 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 disputes, the organisers reserve the right of final decision.