

Digital exposure – online platform

Upgraded media package (Silver and Gold)

Each exhibitor has a basic media package which includes company name, booth number and product group on the official fair website www.building.messefrankfurt.com.cn at “Exhibitors & Products” webpage. The upgraded media packages (Silver and Gold) allow to enhance the advertising opportunities by drawing additional attention from professional buyers.

Silver Media Package

RMB 900

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

Gold Media Package

RMB 1,500

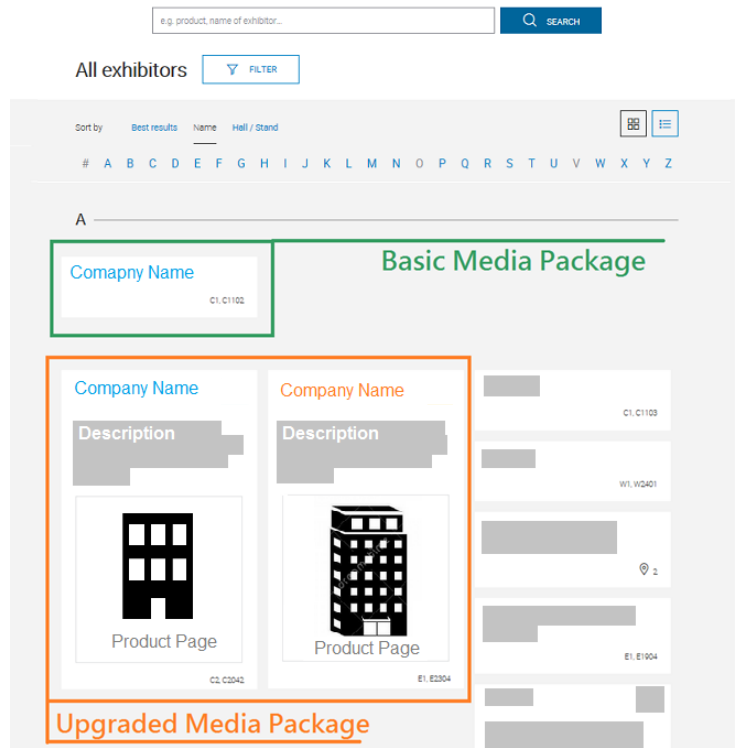
- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 5 product pages (picture & description)
- 5 keywords



Exhibitors & products

Online Banner 10:1

2018 exhibitor search



Please contact us:
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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.

Add-ons

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

(a) Top Of Search

RMB 4,000

- Your entry will be prominently displayed at the top of the search results (This requires the company being listed in the search results)
- 5 limited advertising spaces (Only 1 entry is displayed in rotation)

(b) Top Of Category

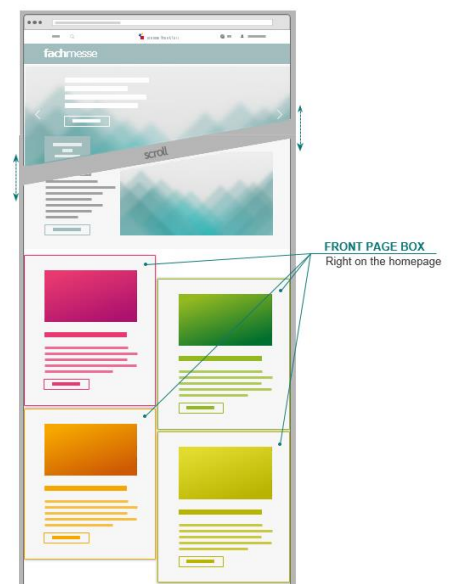
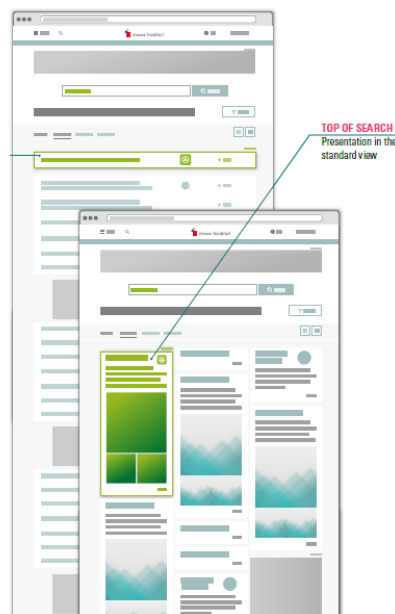
RMB 2,000

- Your entry will appear at the top of the search results within a product category
- 3 limited advertising spaces (Only 1 entry is displayed in rotation)

(c) Front Page Box

RMB 4,000

- The trade fair homepage is the starting point for finding more information on the trade fair.
- 4 limited advertising spaces



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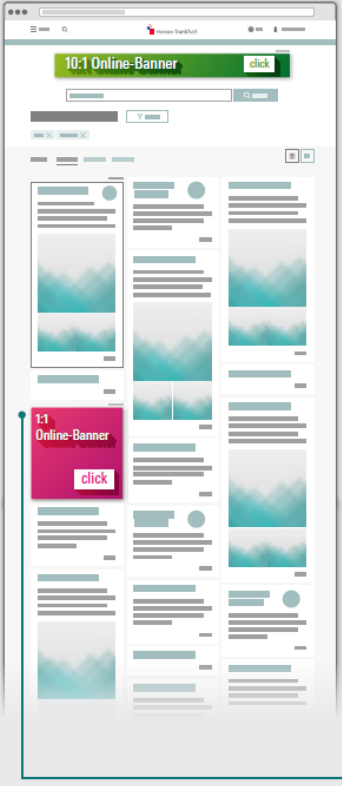
Online banners

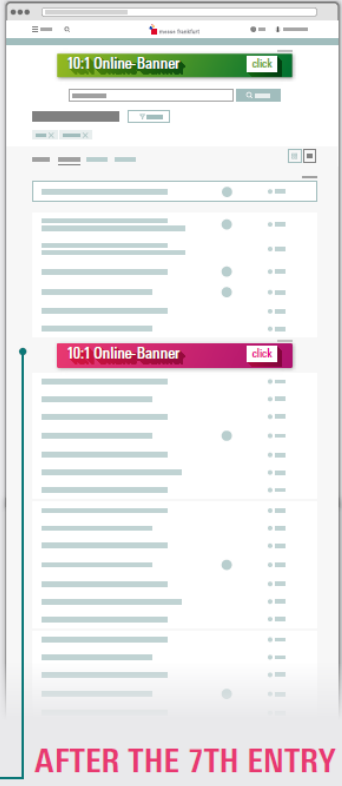
The fair's official website www.building.messefrankfurt.com.cn is an exclusive spot to draw attention from all attendees. Your advertising message will be delivered promptly and remained potently in audience's mind.

<p>a: Online banner at homepage</p>	<p>b: Online banner at exhibitor search – under the header</p>	<p>c: Online banner at exhibitor search – after the 7th entry</p>
<p>RMB 6,500</p>	<p>RMB 8,000</p>	<p>RMB 5,500</p>
<ul style="list-style-type: none"> ➤ 4:1 (1,140 x 285 px) ➤ Placement after roughly 1/3 of the page height 	<ul style="list-style-type: none"> ➤ 10:1 (1,140 x 114 px) ➤ Placement under header 	<ul style="list-style-type: none"> ➤ Grid view 1:1 (500 x 500 px); List view 4:1 (1,140 x 285 px) ➤ Placement after the 7th entry

30 %







AFTER THE 7TH ENTRY

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