



Personal Care and Homecare Ingredients 2019

Date: 26 - 28 February, 2019
Venue: Guangzhou, China

Exhibition Profile

Personal Care and Homecare Ingredients trade show provide a platform for the global personal care industry. As an environment-led event PCHI provides cosmetics home and personal care manufactures, ingredient suppliers, cosmetic packing, machinery and product testing providers from all over the world with a quality platform for ingredient sourcing, gaining insight into global trends, conferences and activities with world class experts.

At the Most Important Trade Show of the Year Let Buyers Know You Are There!

Multi-media channels- A close relationship connecting you and the buyers

[Tradeshow E-newsletter](#)

[Website](#)

[Video Service](#)

[Live Broadcast](#)

iConnect

Ringier

B

Tradeshaw e-Newsletter

Digital

Cost Effective
Measurable
Multiple Devices



Target

Right People
Right Place
Right Time



Valuable Information

Trust
Sharing
Engaging
Generating Responses



Subscribe to industry e-newsletters to get the latest industry technical & market news from China and S.E.Asia.

Sponsor our Special PCHi 2019 Tradeshaw e-Newsletter Daily Information for Decision Makers in the Metalworking Industry and Key Related Industries !

- Each Industry e-Newsletter will highlight new technologies and products that will be displayed during PCHi 2019 and will contain the latest show news each day.
- Each Industry e-Newsletter will reach decision makers in the industry and links to www.industrysourcing.com/Metalworking and www.industrysourcing.cn/Metalworking where the "PCHi 2019 Show Coverage" section is located.
- Sponsor ads in our Tradeshaw e-Newsletter. Your ads will link to your Online Product Showrooms or other websites.
- Drive traffic to your site, inform your customers of your latest products.
- Tradeshaw E-newsletters are MOBILE FRIENDLY for viewers on Android mobile devices and iPhone/ iPad
- Each newsletter will feature the cutting-edge/sophisticated technology, applications, company news, industry development from the show. Daily live updates including video links will be featured in each news letter.

Chinese Version PCHi 2019 Tradeshaw e-Newsletters will Feature e-Newsletters to Metalworking processors and molders.

E-Newsletter Delivery Schedule (Chinese Version, totally 3 mailings):

- Before the show:
1 PCHi 2019 Preview e-Newsletters will be emailed (February 19)
- During the show:
1 PCHi 2019 e-Newsletters will be emailed (February 26)
- After the show:
1 PCHi 2019 Review e-Newsletter will be emailed (March 7).

* Sending schedule subject to change without notice.

Show e-Newsletter(Chinese version)			
AD Positions		Rates-3 Times Total(US\$)	
A	Leaderboard Banner: 728×90pixel, jpg/gif, 50k max;	1,380	2 Spaces for 1 client
B	Display Banner: 300×250pixel, jpg/gif, 50k max;	1,380	Only 4 spaces
C	Inner Banner: 330×60pixel, jpg/gif, 40k max;	960	Only 2 spaces
D	Button Banner: 120×60pixel, jpg/gif, 40k max;	780	Only 4 spaces
E	Text Ad Title- Maximum 20 Chinese characters; Content-Maximum 70 Chinese characters, ;Image-160x95px jpg	660	Only 4 spaces
	Link to Article- normal image+text Title + text +normal image+ link to article landing page		
	Link to Video -video image+text: Title + text +image with Play iCon + link to video landing page		

*Note: Content subject to vary and may affect the positions of the banners, ad text and video slots

*Reach **16,575** opt in target buyers



C Video Marketing



Video example

Trade show interview video + Promotion Service

Continue getting more attention even after an important tradeshow

Trade show interview video includes:

- The objective of the video, a story board, the questions to be asked, who and what to be interviewed will all be determined and finalized before the shoot. A detailed worksheet is provided to be completed and agreed to well before shooting.
- A professional team comprising of an interviewer plus at least 1 video technician will spend a MAXIMUM 2 hours at your trade show booth to conduct the Full color/480p (standard definition) using an HD source file video shoot and interviews.
- The video can be conducted either in English or in Chinese (or bilingual). The maximum length is 5 minutes, the first draft edited video (with opening and closing screen) will be finished within 2 weeks after shooting and a copy of the video will also be given to you with no restriction of its use.

Video Promotion Service includes:

Social media	- Post 1 message on one of Ringier social media accounts (Wechat/Twitter/Facebook)
Website	- The video will be hosted on Industrysourcing.com/cn showroom with company profile, contact info. You could also release your latest company news for 1 year. - Get traffic report of video on industrysourcing.com/cn .
E-newsletter	- Place 1 text ad with video link on one of Ringier's industry e-newsletter.
Stream media	- The video will be uploaded to Youtube, YOUKU to help promote more viewers.
APP	- Place video link on industrysourcing APPs. It can attract visitors from the metal industry.
E-magazine landing page	- Place 6 button banner with video link on one of Ringier's E-magazine. - If you purchase additional ad on print magazine or ad on E-magazine, there will have QR code or links to your video.

Extend the exposure of your brand and product to intensify buyer' impression



Ad in E-Magazine



Print Ad with QR Code



Video in the Ringier Website



Ad in e-Newsletter

YOUKU 优酷

YouTube

Stream media

Rates (including Production, upload and promotion)	
Bilingual (Chinese and English)	Chinese or English
US\$ 4,050	US\$ 3,680

Ad Booking Deadline: January 26, 2019

D
Live
BroadcastLive
Broadcast
example

PCHi 2019 Live Broadcast

Open a new promotion method for trade show marketing

- √ Promote booth numbers and products during the trade show and increase booth visitors
- √ Buyers who are not present can quickly learn about the product through live broadcast and facilitate further contact.
- √ Short videos are suitable for watching at any time, increasing the willingness
- √ Use social media to promote products and increase market's attention
- √ We can provide original videos for using in your own media.
- √ The video will be uploaded to Youtube, Youku to help promote more viewers.

Interview videos and logo will be promoted in five channels

Social media	WeChat official accounts and group: WeChat accounts of Ringier (more than 40,000 metal related industry buyers)
Website	industrysourcing Chinese websites promotion
E-newsletter	Metal-related industry e-newsletter promotion
Stream media	The video will be uploaded to Youtube, YOUKU to help promote more viewers.
Exhibition site	Promote at Ringier booth, distribute flyers and set up X banner stand.



The professional live broadcast team will interview you at your booth and put the text, interview videos and booth photos within 5 minutes in the live broadcast room.

- **Release Date:** February 26-28, 2019
- **Contract deadline:** February 11, 2019
- Limited to 8 exhibitors

Project price
US\$ 1,820

Create and show branding and images on the PCHi 2019 trade show site and generate valuable leads

- The site will report new technologies and products that will be displayed during PCHi 2019 and will contain the latest show news each day.
- Limited and striking banner positions to help attract great attention and drive traffic to your website.
- Responsive page design & wide screen adaptation - Automatic page size adjustment to fit screen of many different smart devices being used today for improved reading experience.

industrysourcing
Ringier

E Tradeshaw Site

Responsive Webs
Designed+Mobile
APPs+Social Media

Chinese Site
www.industrysourcing.cn



A resource center for manufacturers and suppliers around the world. Provide the latest information about products, technology and market trends for industrial professionals.

Chinese Site
www.industrysourcing.cn

Trade Show Homepage Page



Chinese Site - Trade Show Homepage Page			
Item	Size	Quantity	Monthly
A.Slide Image	670x300px	Up to 5 p anels	1,540
B.Button banner	120x60px		400

Rates (USD/month, based on number of consecutive months booked)

Trade Show Listing Page



Chinese Site - Trade Show Listing Page			
Item	Size	Quantity	Monthly
A. Medium Rectangle	300x250px	Max 4	780
B. Leaderboard-Bottom	728x90px	Only One	660

Rates (USD/month, based on number of consecutive months booked)

Trade Show Detailed Page



Chinese Site - Trade Show Detailed Page			
Item	Size	Quantity	Monthly
A. Medium Rectangle	300x250px	Max 4	660
B. Leaderboard-Bottom	728x90px	Only One	560

Rates (USD/month, based on number of consecutive months booked)

Create and show branding and images on the PCHI 2019 trade show site and generate valuable leads

industrysourcing

Ringier

E

Tradeshow Site

Responsive Webs
Designed+Mobile
APPS+Social Media

English Site
www.industrysourcing.com



A resource center for manufacturers and suppliers around the world. Provide the latest information about products, technology and market trends for industrial professionals.

English Site
www.industrysourcing.com

Trade Show Listing Page



Trade Show Detailed Page



English Site - Trade Show Listing Page			
Item	Size	Quantity	Monthly
A.Medium Rectangle	300x250px	Max 4	780
B.Leaderboard-Bottom	728x90px	Only One	660
▲For all trade show list pages in English website			

Rates (USD/month, based on number of consecutive months booked)

English Site - Trade Show Detailed Page			
Item	Size	Quantity	Monthly
A.Medium Rectangle	300x250px	Max 4	660
B.Leaderboard-Bottom	728x90px	Only One	560
▲For all trade show list pages in English website			

Rates (USD/month, based on number of consecutive months booked)

For more information on our advertising services, please email to marketing@ringiertrade.com or contact:

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