



# DMP 2019 (Dongguan)

Date: May 8-11, 2019

Venue: Dongguan, China

## Exhibition Profile

MEGA SHOW! 7100 booths, 1650 exhibitors, 130,000 trade visitors.  
World Class Mould, Metalworking & Plastics Equipment on display!

As the large international exhibition in South China, China Dongguan International Mould and Metalworking Exhibition Plastics, Packaging & Rubber Exhibition (DMP) not only has the most powerful buyers database in South China, but also has huge campaign promotion across the world, which focuses on inviting visitors from every area and provides quality service and professional show platform for the exhibitors.

## 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

Video Service

Live Broadcast

Website

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 DMP 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 DMP 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.cn/tradeshaw](http://www.industrysourcing.cn/tradeshaw).
- 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

### DMP 2019 Tradeshaw e-Newsletters (Chinese Version)

Cover 7 Industry Sectors:

Metalworking, Mold & Die Making, Industrial Laser, Automotive  
Manufacturing & Design, Plastics, Food Manufacturing, Rubber Industries

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

- Before the show:  
1 DMP 2019 Preview e-Newsletters will be emailed ( May 2 )
- During the show:  
2 DMP 2019 e-Newsletters will be emailed ( May 8, 10 )

\* 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 **72,000** opt  
in target buyers



industrysourcing

Ringier

# 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 <a href="http://Industrysourcing.com/cn">Industrysourcing.com/cn</a> showroom with company profile, contact info. You could also release your latest company news for 1 year. - Get traffic report of video on <a href="http://industrysourcing.com/cn">industrysourcing.com/cn</a> .
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 <a href="http://industrysourcing.com">industrysourcing</a> 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



Stream media

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

Ad Booking Deadline: April 8, 2019

# D Live Broadcast



Live  
Broadcast  
example

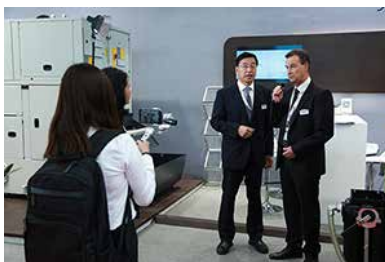
## DMP 2019 Live Broadcast

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.

### Live Broadcast includes:

Social media	WeChat official accounts and group: WeChat accounts of Ringier (more than 70,000 related industry buyers)
Website	industrysourcing Chinese websites promotion
E-newsletter	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:** May 8-11, 2019 (4 days in total)
- **Contract deadline:** April 24, 2019
- Limited to 8 exhibitors

Project price  
US\$ 1,820



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

- The site will report new technologies and products that will be displayed during DMP 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.

Chinese Site  
[www.industrysourcing.cn](http://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 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)

### 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)

industrysourcing

Ringier

E

Tradeshows  
Site

Responsive Webs  
Designed+Mobile  
APPs+Social Media

Chinese Site  
[www.industrysourcing.cn](http://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.

## Create and show branding and images on the DMP trade show site and generate valuable leads

industrysourcing

Ringier

E

Tradeshow  
Site

Responsive Webs  
Designed+Mobile  
APPs+Social Media

English Site  
www.industrysourcing.com



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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](mailto:marketing@ringiertrade.com) or contact:

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