



MWCS 2019, IAS 2019, ES 2019, RS 2019

Date: September 17-21, 2019

Venue: Shanghai, China

Exhibition Profile

Since CIIF's launch in 1999, CIIF has become one of the most influential international industry brand exhibition in China, through implementing "professionalization, marketization, internationalization and branding" as its strategies for over 20 years. CIIF, an UFI approved event, is a leading event for manufacturing in China as well as an important window and platform open to the world for international trade, communication and cooperation on industrial scope.

The 21th session China International Industry Fair or CIIF 2019 is going to be held from 17 to 21 September 2019 at the National Exhibition and Convention Center (Shanghai). CIIF 2019 will comprise nine theme shows under one roof and occupy 280,000 sq. meters as its display area. Over 2,600 exhibitors and 170,000 trade visitors are expected to attend the event.

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

[Official Show Daily](#)

[Tradeshow E-newsletter](#)

[Video Service](#)

[Live Broadcast](#)

[Website](#)

One of the Most Effective Ways to Deliver Valuable Messages to Over 50,000 Target Buyers

A

Official Show Daily

Distribution amount:
Day 1: 15,000
Day 2: 12,500
Day 3: 12,500
Day 4: 10,000

Print Version Published in Simplified Chinese Print Circulation: 50,000 totally

- √ Send to each professional visitor who attends the exhibition on site, which is extremely economic and effective promotion channel
- √ Various forms of advertising display products feature and advantage of your company, which attracts more visitors to come to your booth
- √ Distribute every day during the trade show, which reminds buyers to visit your booth as soon as possible

Digital Version

- √ Maximize the exposure of your brand, product and booth information through industrysourcing.cn, trade show e-Newsletter etc.
- √ Deliver your messages to over 200,000 Metalworking Industry buyers



(Print+Digital)

Ad Closing Date: Aug 22, 2019

Ad Position	Size	US\$
Page 4C	Non-bleed: 246mm (W) x 350mm(H) Bleed: 266mm (W) x 376mm(H) (Each side has 3mm bleed)	2,050
1/2 4C	Horizontal Version: 246mm (W) x 175mm (H) Vertical Version: 123mm (W) x 350mm (H)	1,710
1/4 4C	123mm (W) x 175mm (H)	1,100
C1 1/4 H only	246mm (W) x 85mm (H)	1,770
C2 & Page 1 4C	Non-bleed: 246mm (W) x 350mm(H) Bleed: 266mm (W) x 376mm(H) (Each side has 3mm bleed)	3,000
Cover 3	Non-bleed: 246mm (W) x 350mm(H) Bleed: 266mm (W) x 376mm(H) (Each side has 3mm bleed)	2,600
Cover 4	Non-bleed: 246mm (W) x 350mm(H) Bleed: 266mm (W) x 376mm(H) (Each side has 3mm bleed)	3,410
Business Card	55mm (W) x 40mm (H)	430
Exhibitor Highlight	120mm (W) x 60mm (H)	260

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

Sponsor our Special MWCS 2019, IAS 2019, ES 2019, RS 2019 Tradeshow 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 MWCS 2019, IAS 2019, ES 2019, RS 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.
- Sponsor ads in our Tradeshow 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.
- Tradeshow E-newsletters are MOBILE FRIENDLY for viewers on Android mobile devices and iPhone/ iPad.

Cover 5 Industry Sectors:

Metalworking, Industrial Laser, Mold & Die Making , Automotive Manufacturing, Aerospace Manufacturing and Design Industry

E-Newsletter Delivery Schedule (Chinese Version, totally 6 mailings):

- Before the show:
1 MWCS 2019, IAS 2019, ES 2019 Preview e-Newsletters will be emailed(Sep 10th);
- During the show:
4 MWCS 2019, IAS 2019, ES 2019 e-Newsletters will be emailed(Sep 17-20th);
- After the show:
1 MWCS 2019, IAS 2019, ES 2019 Review e-Newsletter will be emailed (Sep 26th).

* Sending schedule subject to change without notice.

*Reach **120,000** opt in target buyers



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

Show e-Newsletter(Chinese version)			
AD Positions		Rates-6 Times Total(US\$)	
A	Leaderboard Banner: 728×90pixel, jpg/gif, 50k max;	2,220	2 Spaces for 1 client
B	Display Banner: 300×250pixel, jpg/gif, 50k max;	2,220	Only 4 spaces
C	Inner Banner: 330×60pixel, jpg/gif, 40k max;	1,680	Only 2 spaces
D	Button Banner: 120×60pixel, jpg/gif, 40k max;	1,320	Only 4 spaces
E	Text Ad Title- Maximum 20 Chinese characters; Content-Maximum 70 Chinese characters, ;Image-160x95px jpg	1,140	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

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.com 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: August 17, 2019

industrysourcing

Ringier

C Video Marketing



Video Example

D Live Broadcast



Live
Broadcast
Example

MWCS 2019, IAS 2019, ES 2019, RS 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:** Sep 17-21, 2019 (5 days in total)
- **Contract deadline:** Sep 3, 2019
- **Limited to 8 exhibitors**

A. 5 mins short video+1 post US\$ 1,400

B. 10 mins short video +1 post US\$ 2,000

Create and show branding and images on the MWCS 2019, IAS 2019, ES 2019, RS 2019 trade show site and generate valuable leads

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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 MWCS 2019, IAS 2019, ES 2019, RS 2019 trade show site and generate valuable leads.

industrysourcing

Ringier

E

Tradeshowsite

English Site
www.industrysourcing.com

Trade Show Listing Page

Trade Show Detailed Page

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 - 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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