



PTC - CeMAT 2019

Date: Oct 23-26, 2019

Venue: Shanghai, China

Introduction

As the Asia's first and the world's second international professional exhibition in power transmission industry, PTC ASIA and CeMAT ASIA have always been adhering advanced concept on technology, innovation and integrity services from HANNOVER MESSE, which are based on Chinese market for exhibitors to provide high-end professional display platforms.

How to Stand Out in PTC-CeMAT 2019?

Integrated Multimedia Program

Generate More Sales Leads

Official Show Daily

Tradeshaw E-newsletter

Video Service

Live Broadcast

Website

One of the Most Effective Ways to Deliver Valuable Messages to Over 40,000 Target Buyers

A

Official
Show
Daily

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



Print Version

Published in Simplified Chinese
Print Circulation: 40,000 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 industrial equipment buyers

(Print+Digital)

Ad Closing Date: Sept 23, 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)	2,260
1/2 4C	Horizontal Version: 246mm (W) x 175mm (H) Vertical Version: 123mm (W) x 350mm (H)	1,960
1/4 4C	123mm (W) x 175mm (H)	1,270
C1 1/4 H only	246mm (W) x 85mm (H)	1,960
C2 & Page 1 4C	Non-bleed: 246mm (W) x 350mm(H) Bleed: 266mm (W) x 376mm(H) (Each side has 3mm bleed)	3,230
Cover 3	Non-bleed: 246mm (W) x 350mm(H) Bleed: 266mm (W) x 376mm(H) (Each side has 3mm bleed)	2,800
Cover 4	Non-bleed: 246mm (W) x 350mm(H) Bleed: 266mm (W) x 376mm(H) (Each side has 3mm bleed)	3,650
Business Card	55mm (W) x 40mm (H)	440
Exhibitor Highlight	120mm (W) x 60mm (H)	270

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 PTC-CeMAT 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 PTC-CeMAT 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 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

PTC-CeMAT 2019 Tradeshaw e-Newsletters (Chinese Version)

Cover 3 Industry Sectors:
Industrial Equipment, Metalworking, Sensors Industry

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

- Before the show:
1 PTC-CeMAT 2019 Preview e-Newsletters will be emailed (Oct 16)
- During the show:
4 PTC-CeMAT 2019 e-Newsletters will be emailed (Oct 23-26)
- After the show:
1 PTC-CeMAT 2019 Review e-Newsletter will be emailed (Nov 1)

* Sending schedule subject to change without notice.

*Reach **60,000** opt in target buyers



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: Sept 23, 2019

C Video Marketing



Video Example

PTC-CeMAT 2019 Live Broadcast

Open a new promotion method for trade show marketing

D Live Broadcast



Live
Broadcast
Example

- ✓ 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:** Oct 23-26, 2019
- **Contract deadline:** Oct 9, 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 PTC-CeMAT 2019 trade show site and generate valuable leads

industrysourcing

Ringier

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

E Tradeshaw Site

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 panels	1,540
B.Button banner	120x60px		400

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

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.

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 PTC-CeMAT 2019 trade show site and generate valuable leads

industrysourcing

Ringier

E

Tradeshaw 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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