

DMP 2019 (Shenzhen)

Date: Nov. 26-29, 2019 Venue: Shenzhen, China

Exhibition Profile

2019 Greater Bay Area Industrial Expo, the 22nd China DMP International Mould, Metalworking, Plastics & Packaging Exhibition, organized by Paper Communication Exhibition Services, will be held at Shenzhen World Exhibition & Convention Center (new) on November 26 -29. This is the first industrial event held at the newly completed Shenzhen World Exhibition & Convention Center.

Continuing the success of DMP in Dongguan, 2019 DMP Greater Bay Area Industrial Expo will showcase the world's advanced metal processing, mould and plastic machinery and equipment. The exhibition area is expected to increase to 160,000 sqm.

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

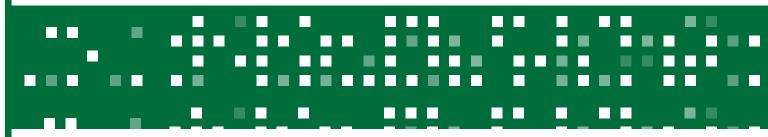
Official Show Daily

Tradeshow E-newsletter

Video Service

Live Broadcast

Website





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A Official Show Daily

One of the Most Effective Ways to Deliver Valuable Messages to Over 20,000 Target Buyers

Distribution amount:

Day 1: 10,000

Day 2: 5,000

Day 3: 5,000



Print Version

Published in Simplified Chinese Print Circulation: 20,000 totally

 $\sqrt{\,}$ Send to each professional visitor who attends the exhibition on site, which is extremely economic and effective promotion channel

 $\sqrt{}$ Various forms of advertising display products feature and advantage of your company, which attracts more visitors to come to your booth

 $\sqrt{}$ Distribute every day during the trade show, which reminds buyers to visit your booth as soon as possible

Digital Version

 $\sqrt{\,}$ Maximize the exposure of your brand, product and booth information through industry sourcing.cn, trade show e-Newsletter etc.

√ Deliver your messages to over 200,000 Mold, Metalworking, Plastic and Packaging Industry buyers

(Print+Digital)

Ad Closing Date: Oct 31, 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) x175mm (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

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Tradeshow e-Newsletter

Digital Cost Effective Measurable Multiple Devices



Right People Right Place Right Time

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 Tradeshow e-Newsletter Daily Information for Decision Makers in the Mold, Metalworking, Plastic and Packaging 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/tradeshow.
- · 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

DMP 2019 Tradeshow e-Newsletters (Chinese Version)

Cover 7 Industry Sectors:

Metalworking, Mold & Die Making, Industrial Laser, Automative Manufacturing & Desgin, Plastics, Food Manufacturing, Rubber Industries

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

- · Before the show:
- 1 DMP 2019 Preview e-Newsletters will be emailed (Nov. 19)
- · During the show:
- 2 DMP 2019 e-Newsletters will be emailed (Nov 26, 27)
- * Sending schedule subject to change without notice.

| | Show e-Newsletter(C | Chinese ve | rsion) |
|---|--|------------|--------------------------|
| | AD Positions | Rates-3 T | imes Total(US\$) |
| А | Leaderboard Banner: 728×90pixel, jpg/gif, 50k max; | 1,380 | 2 Spaces for 1 client |
| В | Display Banner: 300×250pixel, jpg/gif, 50k max; | 1,380 | Only 4 spaces |
| С | 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 |
| | Text Ad Title- Maximum 20 Chinese characters; Content-Maximum 70 Chinese characters, ;Image-160x95px jpg | | |
| E | Link to Article- normal image+text Title + text +normal image+ link to article landing page | 660 | Only 4 spaces |
| | 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 100,000 opt in target buyers





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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-Newsletter





Stream media



Video in the Ringier Website

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

Ad Booking Deadline: Oct. 26, 2019

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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.
- Broadcast √ 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 useing 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

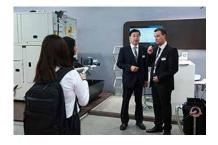
Related industry e-newsletter promotion

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: Nov 26-29, 2019 (4 days in total)
- Contract deadline: Nov 12, 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



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

industrysourcing

•••Ringier

Tradeshow Site

Responsive Webs Designed+Mobile APPs+Social Media

Chinese Site www.industrysourcing.ci



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

- 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

Trade Show Homepage Page



| Irade | 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)

| 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)



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Tradeshow Site

Responsive Webs Designed+Mobile APPs+Social Media

English Site $\overline{www.} industry sourcing.com$



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

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)

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