



2019

Kshow 2019

October 16-23, 2019

Düsseldorf, Germany

**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



Print

E-Magazine

APPs

Bonus Distribution

Live Broadcast

Video Services

Website

Tradeshaw E-newsletter



Print+Digital





2019 October 16-23, 2019
Düsseldorf, Germany

Booming Business in China and Southeast Asia

Magazine

Int'l Plastics News for China (October Issue)

Readership:
Print(47,220)/ Digital(53,100)



Ad Closing Date:
28 Aug, 2019

Rubber World for China (October Issue)

Readership:
Print(12,020)/ Digital(11,100)



Ad Closing Date:
9 Sept, 2019

Int'l Plastics News for Asia (October Issue)

Readership:
Print(15,960)/ Digital(15,500)



Ad Closing Date:
30 Aug, 2019

👍 <International Plastics News for China>, <International Plastics News for Asia> and <Rubber World for China> have e-versions that can be accessed at industrysourcing.com as well as on Android and iOS mobile devices. **Extends your reach even further!**

👍 Special bonus for Show issue advertisers: **FREE "Product Release"** with your 75-word product information and photo.

👍 **Bonus distribution** at trade events maximizes your brand exposure!

Bonus distribution at trade events maximizes your brand exposure!

Int'l Plastics News for China (October Issue)

Oct.16-23,K 2019,Germany

Int'l Plastics News for Asia (October Issue)

Oct.,Allpack Indonesia 2019 & Allplas Indonesia
2019,Indonesia
Oct.16-23,K 2019,Germany



K show 2019 Live Broadcast- Open a new promotion method for trade show marketing

Why Live Broadcast?

- ✓ 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.
- ✓ 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.

Exposure on **5** platforms

Reaching directly to industry buyers before, during and after exhibition

1. Social media	- Warm-up inside Ringier digital community- WeChat industry group or Ringier Line - Article post on corresponding Ringier WeChat accounts - Social marketing tool to get users involved and improve video views
2. Website	industrysourcing Chinese websites promotion
3. E-newsletter	Covering 18 industries, promoting live broadcast room according to different industry exhibitions
4. Stream media	The video will be uploaded to Youtube, YOUKU to help promote more viewers.
5. 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.

Project price	US\$ 2,050
Release Date	October 16-23
How Many	Limited to 8 exhibitors
Contract deadline	September 30





Trade show interview video + Promotion Service

Continue getting more attention even after an important tradeshow

Video Marketing



Video
example

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)
Ad Booking Deadline: September 16, 2019

Bilingual (Chinese and English)	US\$ 4,860
Chinese or English	US\$ 4,420



2019 October 16-23, 2019
Düsseldorf, Germany

Tradeshow e-newsletter

Sponsor our Special Kshow 2019 Tradeshowe-Newsletter

Daily Information for Decision Makers in the Plastics Industry and Key Related Industries !

- Each Industry e-Newsletter will highlight new technologies and products that will be displayed during K show 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/plastics and www.industrysourcing.cn/plastics where the “K 2019 Show Coverage” section is located.
- 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
- 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

K show 2019 Tradeshow e-Newsletters will Feature e-Newsletters to plastics processors and molders.



>Before the show:

2 K show 2019 Preview e-Newsletters will be emailed (September 30, October 9)

>During the show:

2 K show 2019 e-Newsletters will be emailed (October 16, October 18)

>After the show:

1 K show 2019 Review e-Newsletters will be emailed (October 25).

Ad Rate for all 5 mailings: (US\$)

Show e-Newsletter(Chinese version)			
AD Positions		Rates(US\$)	
A	Leaderboard Banner : 728×90pixel, jpg/gif, 50k max;	1,850	2 Spaces for 1 client
B	Display Banner : 300×250pixel, jpg/gif, 50k max;	1,850	Only 4 spaces
C	Inner Banner : 330×60pixel, jpg/gif, 40k max;	1,400	Only 2 spaces
D	Button Banner : 120×60pixel, jpg/gif, 40k max;	1,100	Only 4 spaces
E	Text Ad Title- Maximum 20 Chinese characters; Content-Maximum 70 Chinese characters, ;Image-160x95px jpg	950	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			
*Sending schedule subject to change without notice.			

*Reach **88,000** opt in target buyers





Sponsor our Special Kshow 2019 Tradeshowe-Newsletter

Daily Information for Decision Makers in the Plastics Industry and Key Related Industries !

Tradeshow
e-newsletter

English Version

Kshow 2019 Tradeshowe-Newsletters

- Delivered to plastics processors and molders in the S.E. Asia



>Before the show:

1 K show 2019 Preview e-Newsletters will be emailed (October 9)

>During the show:

2 K show 2019 e-Newsletters will be emailed (October 16, October 18)

>After the show:

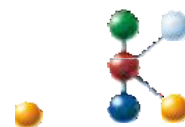
1 K show 2019 Review e-Newsletters will be emailed (October 25).

*Reach 15,500 opt in target buyers

Ad Rate for all 4 mailings: (US\$)

Show e-Newsletter(English version)			
AD Positions		Rates(US\$)	
A	Leaderboard Banner : 728×90pixel, jpg/gif, 50k max;	1,840	2 Spaces for 1 client
B	Display Banner : 300×250pixel, jpg/gif, 50k max;	1,840	Only 2 spaces
C	Inner Banner : 330×60pixel, jpg/gif, 40k max;	1,280	Only 2 spaces
D	Button Banner : 120×60pixel, jpg/gif, 40k max;	1,040	Only 4 spaces
E	Text Ad - image+text : Title- Maximum 40 English characters; Content- Maximum 140 English characters; image-- 160x95px jpg	880	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			
* Sending schedule subject to change without notice.			





Trade show Site

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

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

Trade Show Homepage Page



Chinese Site
www.industrysourcing.cn

Chinese Site - Trade Show Homepage Page

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

Item	Size	Quantity	Monthly
A.Slide Image	670x300px	Up to 5 panels	1,540
B.Button banner	120x60px	Only one	400

Trade Show Listing Page



Chinese Site - Trade Show Listing Page

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

Item	Size	Quantity	Monthly
A. Medium Rectangle	300x250px	Max 4	780
B. Leaderboard-Bottom	728x90px	Only One	660

Trade Show Detailed Page



Chinese Site - Trade Show Detailed Page

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

Item	Size	Quantity	Monthly
A. Medium Rectangle	300x250px	Max 4	660
B. Leaderboard-Bottom	728x90px	Only One	560

Ask your Ringier representative on how you can avail of the special rate.

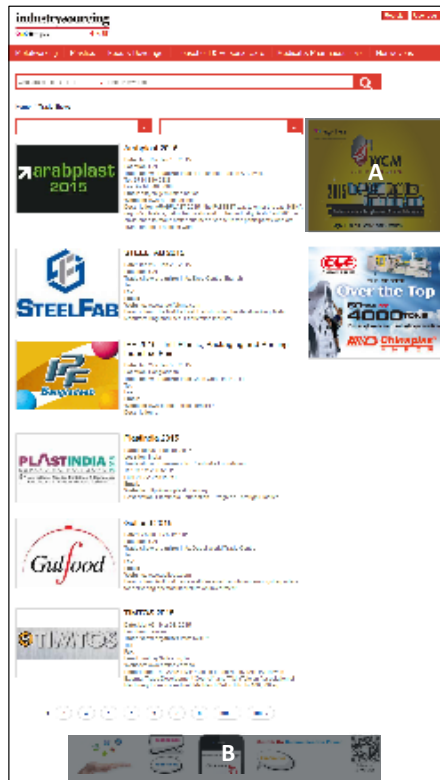


Create and show branding and images on the K show trade show site and generate valuable leads

Trade show Site

English Site
www.industrysourcing.com

Trade Show Listing Page



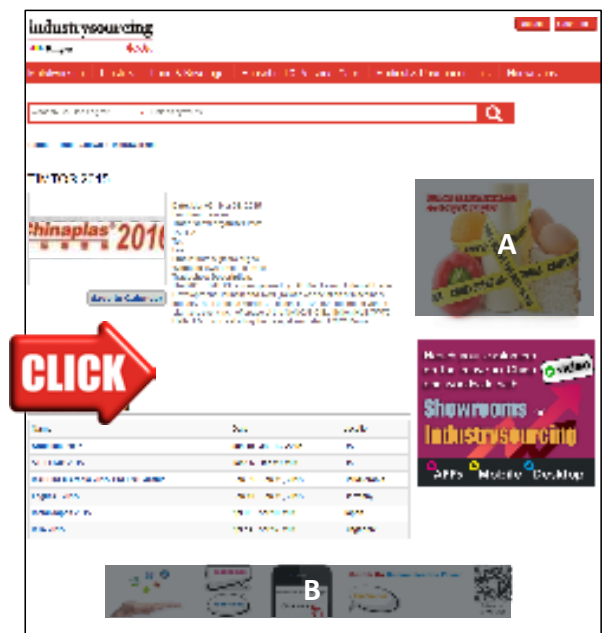
English Site - Trade Show Listing Page

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

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

Trade Show Detailed Page



English Site - Trade Show Detailed Page

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

Item	Size	Quantity	Monthly
A.Medium Rectangle	300x250px	Max 4	660
B.Leaderboard-Bottom	728x90px	Only One	560

▲ For all detailed trade show pages

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