

CIMES 2020

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

Trade Show Website

Trade Show E-Newsletter

Live Broadcast

Activity shooting and elaborate editing

A. Trade Show Website

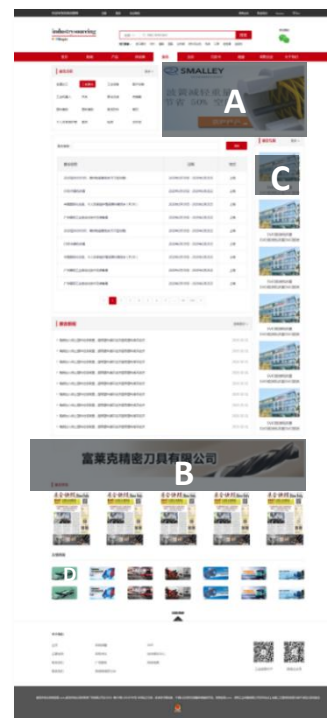
Create and show branding and images on the CIMES 2020 trade show site and generate valuable leads

- ✓ The site will report new technologies and products that will be displayed during CIMES 2020 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.

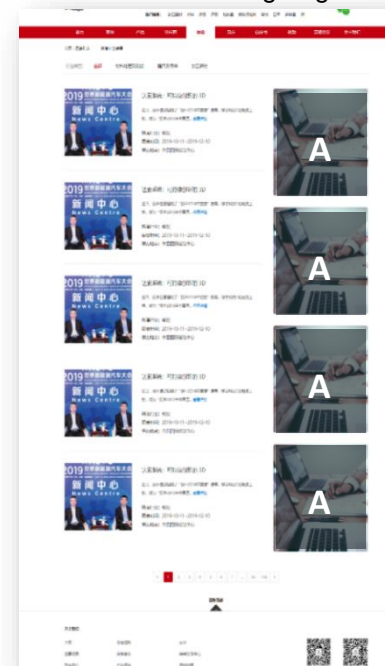
* Chinese Site : www.industrysourcing.cn

* English Site : www.industrysourcing.com

Trade Show Homepage Page



Trade Show Listing Page



Trade Show Site (Chinese & English)	Item	Size	Quantity	Monthly Chinese Site (USD)	Monthly English Site (USD)
Trade Show Homepage Page	A. Slide Banner	670x300px	Max 3	1540	1390
	B. Leaderboard Banner	1200x170px	Only one	1000	900
	C. Display banner	195x135px	Max 2	1000	900
	D. Button banner	120x60px	Max 6 / per line	400	360
Trade Show Listing Page	A. Medium rectangle	300x250px	Max 4	780	700

B. Trade Show E-Newsletter

Sponsor our Special CIMES 2020 Tradeshow e-Newsletter

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

- ✓ Each Trade Show e-Newsletter will highlight new technologies and products that will be displayed and will contain the latest show news each day.
- ✓ Each Trade Show e-Newsletter will reach decision makers in the industry and links to www.industrysourcing.cn/Trade Show.
- ✓ Sponsor ads in our Trade Show 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.
- ✓ Business Development Opportunities: Provide a complete e-newsletter click report (including detailed contact information), which will bring you more business development opportunities.

Reach 165,000 opt in target buyers

Cover 6 Industry Sectors:

Metalworking, mold manufacturing, laser industry, automobile manufacturing, medical equipment, aerospace industry applications

**E-Newsletter Delivery Schedule
(Chinese Version, totally 5 mailings):**

•Before the show:

1 CIMES 2020 Preview e-Newsletters will be emailed(Sep 1);

•During the show:

3 CIMES 2020 e-Newsletters will be emailed(Sep 7 、 8 、 10);

•After the show:

1 CIMES 2020 Review e-Newsletter will be emailed (Sep 14).

* Sending schedule subject to change without notice.

Show e-Newsletter(Chinese version)

No.	Ad Position	Size	Rates-5 Times Total(US\$)	
A	Leaderboard Banner	728×90pixel, jpg/gif, 50k max	1,950	2 Spaces for 1 client
B	Display Banner	300×250pixel, jpg/gif, 50k max	1,950	Only 4 spaces
C	Inner Banner	330×60pixel, jpg/gif, 40k max	1,450	Only 2 spaces
D	Button Banner	120×60pixel, jpg/gif, 40k max	1,150	Only 4 spaces
E	Text Ad	Title- Maximum 20 Chinese characters; Content-Maximum 70 Chinese characters; Image-160x95px jpg	1,000	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



C. 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.
- ✓ 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.



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 7-11, 2020**
- **Contract deadline : Aug.24**
- **Limited to 8 exhibitors**

2020 Live Broadcast Rates (USD)

5 mins short video+1post	10 mins short video +1post
1,400	2,000

D. Activity shooting and elaborate editing

Continue getting more attention even after an important Trade Show
Extend the exposure of your brand and product to intensify buyers' impression

- ✓ **Content expected to be used as continuous promotion material**
(All content needs to be provided by customer)

✓ Our service

*Professional shooting team (shooting venue provided by customer)

*Film editing

- ✓ **Final format:** 3 to 5 minute video

✓ Promotion Channel:

*Article on industrysourcing.com and online showrooms (Paid client limited)

*WeChat article publishing and sharing to Ringier industry groups

*Video promoted on relevant industry e-newsletter

*Original video can be provided to you for media promotion on your brand-owned channels



Rates(USD) : 2,770 (shooting, Editing for the video, and promotion)

Contract deadline : August 7

Contact us for more quality Sale leads :

China	Maggie	+86-20 2885-5256	maggieliu@ringiertrade.com
International	Mike Hay	1-604-440-8478	mchhay@ringier.com.hk
Hong Kong	Octavia	+852 9648 2561	octavia@ringier.com.hk
Taiwan	Sydney Lai	+886 4 2329 7318	sydneylai@ringier.com.hk
Singapore	Annie Chin	+65 9625-7863	annie@janiamedia.com