

# At the Most Important Metal and Automation Trade Show of the Year. Let China and Global Buyers Know You Are There!

*Multi-media channels- A close relationship connecting you and the buyers*



Official  
Show Daily



Trade Show  
E-Newsletter



Video Marketing



Website

## Official Show Daily

One of the Most Effective Ways to Deliver Valuable Messages to Target Buyers

### Exhibitors Only

#### Print Version

- 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-Newsletter etc.
- Deliver your messages to over 200,000 Metalworking, Industry buyers



## 2021 Official Show Daily Schedule

Show	Date	Venue	Distribution Amount	Distribution Date	AD deadline
South China International Industry Fair 2021 (SCIIF 2021)	Jun.29-Jul.1	Shenzhen	20,000	Jun.29-Jul.1, 3 days	Jun.7
Industrial Automation Show 2021, Metalworking and CNC Machine Tool Show 2021, Robotics Show 2021, Energy Show 2021 (IAS, MWCS, RS, ES)	Sep. 14-18	Shanghai	50,000	Sep. 14-17, 4 days	Aug.18
PTC ASIA 2021, CeMAT ASIA 2021	Oct. 26-29	Shanghai	40,000	Oct. 26-28, 3 days	Sep.23
China Shenzhen Greater Bay Area International Mould and Metalworking Exhibition Plastics, Packaging & Rubber Exhibition (DMP 2021)	Nov 23-26	Shenzhen	20,000	Nov 23-25, 3 days	Oct. 29

## Official Show Daily - Ad Position

Size : 260mm (W) x 370mm(H)	
Show	IAMD Shenzhen, IAS,MWCS,RS,ES, PTC ASIA , CeMAT ASIA
Page 4C	Bleed : 266mm(W) x 376mm(H) (Each side has 3mm bleed)
1/2 4C	Horizontal Version: 246mm(W) x 175mm(H) Vertical Version: 123mm(W) x 350mm(H)
1/4P 4C	123mm(W) x175mm(H)
C1 1/4 H only	246mm(W) x 85mm(H)
C2 & Page 1 4C	Bleed : 266mm(W) x 376mm(H)
Cover 3	Bleed : 266mm(W) x 376mm(H)
Cover 4	Bleed : 266mm(W) x 376mm(H)
Business Card	55mm(W) x 40mm(H)
Exhibitor Highlight	120mm(W) x 60mm(H)

Size : 278mm ( W ) X410mm(H)	
Show	DMP2021
Page 4C	Bleed : 284mm(W) x 416mm(H)
1/2 4C	Horizontal Version : 256mm(W) x 192mm(H) Vertical Version : 126mm(W) x 390mm(H)
1/4P 4C	125mm(W) x192mm(H)
C1 1/4 H only	256mm(W) x 90mm(H)
C2 & Page 1 4C	Bleed : 284mm(W) x 416mm(H)
Cover 3	Bleed : 284mm(W) x 416mm(H)
Cover 4	Bleed : 284mm(W) x 416mm(H)
Business Card	55mm(W) x 40mm(H)
Exhibitor Highlight	125mm(W) x 70mm(H)

## Trade Show E-Newsletter

Accurately connect suppliers and target customers to improve return on investment

- 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](http://www.industrysourcing.cn/TradeShow).
- 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.

2021 Trade Show E-Newsletter			
No.	Ad Position	Size	
A	Leaderboard Banner	728×90pixel, jpg/gif, 50k max	2 Spaces for 1 client
B	Display Banner	300×250pixel, jpg/gif, 50k max	Only 4 spaces
C	Inner Banner	330×60pixel, jpg/gif, 40k max	Only 2 spaces
D	Button Banner	120×60pixel, jpg/gif, 40k max	Only 4 spaces
E	Text Ad	Title- Maximum 20 Chinese characters; Content-Maximum 70 Chinese characters; Image-160x95px jpg	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	



## Trade Show E-Newsletter

## 2021 e-news schedule for metal series exhibition

Show	Date	Venue	Distribution Date			opt in target buyers
			Before the show	During the show	After the show	
Laser World of Photonics China 2021	Mar.17-19	Shanghai	1x (Mar.10)	2x (Mar.17-18)	-	35,000 (Industrial Laser, Automative, Metalworking, Aviation and medical equipment industry)
Shenzhen International Industrial Manufacturing Technology Exhibition (ITES) (The 22nd Shenzhen International Machinery Manufacturing Industry Exhibition 2021)	Mar.30-Apr.2	Shenzhen	1x (Mar.23)	1x (Mar.30)	1期 (Apr.7)	80,000 (Metalworking, Automation industry)
The 17th China Int'l Machine Tool Show (CIMT 2021)	Apr.12-17	Beijing	1x (Mar.29, Apr.6)	3x (Apr.12, 13,15)	1x (Apr.24)	100,000 (Automotive, Mold Metalworking, Aviation and medical equipment industry)
South China International Industry Fair 2021 (SCIIF 2021)	Jun.29-Jul.1	Shenzhen	1x (Jun.22)	1x (Jun.29)	1x (Jul.8)	80,000 (Industrial equipment, Metalworking, Sensor industry)

Show	Date	Venue	Distribution Date			opt in target buyers
			Before the show	During the show	After the show	
Industrial Automation Show 2021, Metalworking and CNC Machine Tool Show 2021, Robotics Show 2021, Energy Show 2021 (IAS, MWCS, RS, ES)	Sep.14-18	Shanghai	1x (Sep.7)	4x (Sep.14-17)	1x (Sep.24)	120,000 (Metalworking, industrial laser, mold manufacturing, automobile manufacturing, aviation manufacturing and design industries)
PTC ASIA 2021, CeMAT ASIA 2021	Oct.26-29	Shanghai	1x (Oct.19)	4x (Oct.26-29)	1x (Nov.5)	60,000 (Industrial equipment, Metalworking, Sensor industry)
China Shenzhen Greater Bay Area International Mould and Metalworking Exhibition Plastics, Packaging & Rubber Exhibition (DMP 2021)	Nov.23-26	Shenzhen	1x (Nov.16)	2x (Nov.23, 25)	-	150,000 (Metalworking, Mold manufacturing, Industrial Laser, Automotive Design and Manufacturing, Plastic, Food processing and packaging, rubber industry)

## Video Marketing

Use content marketing to build trust and provide buyers with valuable information such as solutions, case studies, new technologies and thought leadership to help them make the right decisions.

### Program A- 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.



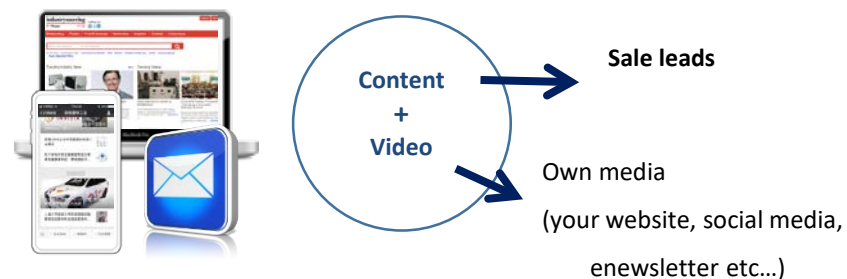
The professional live broadcast team will interview you at your booth and put the text, interview videos and booth photos within 5 minutes in the live broadcast room.

2021Live Broadcast Rates (USD)	
5 mins video shooting (recorded) plus 1 post	5 mins video shooting (live) plus 1 post
1400	1790

### Program B- 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



Video Service- shooting, Editing for the video, and promotion (USD)	
Bilingual (Chinese and English)	Chinese or English
3150	2850

## Trade Show Site Create and show branding and images on the Trade Show site and generate valuable leads

**Trade Show Homepage Page**  
**Page**  
**(Chinese & English Site)**



**Trade Show Listing Page**  
**(Chinese & English Site)**



**Trade Show Homepage Page**  
**(USD)-Chinese & English Site**

Item	Size	Quantity	Monthly Chinese Site	Monthly English Site
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**  
**(USD)-Chinese & English Site**

Item	Size	Quantity	Monthly Chinese Site	Monthly English Site
A. Medium rectangle	300x250px	Max 4	780	700



Chinese Site :  
<http://www.industrysourcing.cn/>

English Site :  
<http://www.industrysourcing.com/>



## 2021 Official Show Daily Rates (USD)

Show	Date	Page 4C	1/2 4C	1/4 4C	C1 1/4 H only	C2 & Page 1 4C	Cover 3	Cover 4	Business Card	Exhibitor Highlight
South China International Industry Fair 2021 (SCIIF 2021)	Jun.29-Jul.1	1,850	1,540	990	1,590	2,700	2,340	3,070	390	230
Industrial Automation Show 2021, Metalworking and CNC Machine Tool Show 2021, Robotics Show 2021, Energy Show 2021(IAS, MWCS, RS, ES)	Sep. 14-18	2,400	2,010	1,340	2,010	3,350	2,960	3,740	420	260
PTC ASIA 2021,CeMAT ASIA 2021	Oct. 26-29	2,260	1,960	1,270	1,960	3,230	2,800	3,650	440	270
China Shenzhen Greater Bay Area International Mould and Metalworking Exhibition Plastics, Packaging & Rubber Exhibition (DMP 2021)	Nov 23-26	2,260	1,960	1,270	1,960	3,230	2,800	3,650	440	270





## 2021 Trade Show E-Newsletter Rates (USD)

Show	date	number of sending	Leaderboard Banner	Display Banner	Inner Banner	Button Banner	Text Ad
Laser World of Photonics China 2021	Mar.17-19	3	1,440	1,440	1,020	810	690
Shenzhen International Industrial Manufacturing Technology Exhibition (ITES) (The 22nd Shenzhen International Machinery Manufacturing Industry Exhibition 2021)	Mar.30-Apr.2	3	1,440	1,440	1,020	810	690
The 17th China Int'l Machine Tool Show (CIMT 2021)	Apr.12-17	6	2,340	2,340	1,740	1,380	1,200

\*Price is calculated based on the number of sending

Contact us for more quality Sale leads :

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## 2021 Trade Show E-Newsletter Rates (USD)

Show	date	number of sending	Leaderboard Banner	Display Banner	Inner Banner	Button Banner	Text Ad
South China International Industry Fair 2021 (SCIIF 2021)	Jun.29-Jul.1	3	1,440	1,440	1,020	810	690
Industrial Automation Show 2021, Metalworking and CNC Machine Tool Show 2021, Robotics Show 2021, Energy Show 2021 (IAS, MWCS, RS, ES)	Sep. 14-18	6	2,340	2,340	1,740	1,380	1,200
PTC ASIA 2021, CeMAT ASIA 2021	Oct.26-29	6	2,340	2,340	1,740	1,380	1,200
China Shenzhen Greater Bay Area International Mould and Metalworking Exhibition Plastics, Packaging & Rubber Exhibition (DMP 2021)	Nov.23-26	3	1,440	1,440	1,020	810	690

\*Price is calculated based on the number of sending