

# IAS, MWCS, RS, ES 2021

**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

Trade Show E-Newsletter

Live Broadcast

Activity shooting and elaborate editing

## A. Official Show Daily (Exhibitors Only)

**One of the Most Effective Ways to Deliver Valuable Messages to Over 50,000 Target Buyers**

**Print Version** Published in Simplified Chinese  
Print Circulation: 50,000 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 Metalworking, Industry buyers

(Print+Digital)

**Ad Closing Date: November 5, 2021**

Ad Position	Size	USD
Page 4C	Bleed : 266mm(W) x 376mm(H) (Each side has 3mm bleed)	2,400
1/2 4C	Horizontal Version: 246mm(W) x 175mm(H) Vertical Version: 123mm(W) x 350mm(H)	2,010
1/4P 4C	123mm(W) x 175mm(H)	1,340
C1 1/4 H only	246mm(W) x 85mm(H)	2,010
C2 & Page 1 4C	Bleed : 266mm(W) x 376mm(H)	3,350
Cover 3	Bleed : 266mm(W) x 376mm(H)	2,960
Cover 4	Bleed : 266mm(W) x 376mm(H)	3,740
Business Card	55mm(W) x 40mm(H)	420
Exhibitor Highlight	120mm(W) x 60mm(H)	260

## B. Trade Show E-Newsletter

**Sponsor our Special IAS, MWCS, RS, ES 2021 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](http://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.

### Reach 120,000 opt in target buyers

Cover 5 Industry Sectors:  
 Metalworking, Industrial Laser, Mold & Die Making , Automotive Manufacturing, Aerospace Manufacturing and Design Industry

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

- Before the show:  
 1 IAS, MWCS, RS, ES 2021 Preview e-Newsletters will be emailed(Nov 24);
- During the show:  
 4 IAS, MWCS, RS, ES 2021 e-Newsletters will be emailed(Dec 1-4);
- After the show:  
 1 IAS, MWCS, RS, ES 2021 Review e-Newsletter will be emailed (Dec 13).

\* Sending schedule subject to change without notice.

Show e-Newsletter(Chinese version)				
No.	Ad Position	Size	Rates-6 Times Total(US\$)	
A	Leaderboard Banner	728×90pixel, jpg/gif, 50k max	2,340	2 Spaces for 1 client
B	Display Banner	300×250pixel, jpg/gif, 50k max	2,340	Only 4 spaces
C	Inner Banner	330×60pixel, jpg/gif, 40k max	1,740	Only 2 spaces
D	Button Banner	120×60pixel, jpg/gif, 40k max	1,380	Only 4 spaces
E	Text Ad	Title- Maximum 20 Chinese characters; Content-Maximum 70 Chinese characters; Image-160x95px jpg	1,200	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



中文版

## 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 : Dec. 1-5, 2021**
- **Contract deadline : Nov.14**
- **Limited to 8 exhibitors**

### 2021Live Broadcast Rates (USD)

5 mins video shooting (recorded) plus 1 post	5 mins video shooting (live) plus 1 post
1,400	1,790

## 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

### Contract deadline : Nov. 1

### Video Service- shooting, Editing for the video, and promotion (USD)

Bilingual (Chinese and English)	Chinese or English
3,150	2,850

Contact us for more information :

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