



Personal Care and Homecare Ingredients 2018

March 19-21, Shanghai

**How to Stand Out in PCHi 2018?
One of the Integrated Multimedia Program that
Targets the Personal Care and Homecare Buyers!**

Your Request, Our Solutions

PCHi E-Newsletter ▶ 1

Trade Show Website ▶ 2

Video Shooting & Promotion ▶ 3

Sponsor our Special PCHi 2018 Tradeshow e-Newsletter Daily Information for Decision Makers in the Personal Care Industry

- Each Industry e-Newsletter will highlight new technologies and products that will be displayed during PCHi 2018 and will contain the latest show news each day.
- Each Industry e-Newsletter will reach decision makers in the industry and links to Personal Care Website(www.industrysourcing.com/household-personal-care).
- Sponsor ads in our Tradeshow e-Newsletter. Your ads will drive potential buyers 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 readers using Android mobile devices and iPhone/ iPad.
- Business development: Get business opportunities through Ringier leads report.

PCHi 2018 Tradeshow e-Newsletters Feature e-Newsletters to personal care Industry.

***Reach 14,800 Target buyers**

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

- Before the show:
1 PCHi 2018 Preview e-Newsletter will be emailed (March 12) ;
- During the show:
1 PCHi 2018 e-Newsletter will be emailed (March 19) ;
- After the show:
1 PCHi 2018 Review e-Newsletter will be emailed (March 28).

* Sending schedule subject to change without notice.



Show e-Newsletter			
AD Positions		Rates-3 Times Total(US\$)	
A	Leaderboard Banner: 728×90pixel, jpg/gif, 50k max;	1,320	2 Spaces for 1 client
B	Display Banner: 300×250pixel, jpg/gif, 50k max;	1,320	Only 2 spaces
C	Video Banner: 300×125pixel, jpg for entrance	1,320	Only 2 spaces
D	Inner Banner: 330×60pixel, jpg/gif, 40k max;	900	Only 2 spaces
E	Button Banner: 120×60pixel, jpg/gif, 40k max;	750	Only 4 spaces
F	Text Ad (Logo + text): Title- Maximum 20 Chinese characters; Content-Maximum 70 Chinese characters, Logo-60x40px jpg	630	Only 4 spaces

*Note: Content subject to vary and may affect the positions of the banners, ad text and video slots

iConnect

Ringier

A Tradeshow e-Newsletter

(Chinese Version)

Digital

- Cost Effective
- Measurable
- Multiple Devices



Target

- Right People
- Right Place
- Right Time



Valuable Information

- Trust
- Sharing
- Engaging
- Generating Responses



Subscribe to industry e-newsletters to get the latest industry technical & market news from China and S.E.Asia.

Trade Show Site Helps You Build Brand Image and Generate Valuable Leads

industrysourcing

Ringier

- The site will report new technologies and products displayed during PCHi 2018 and will contain the latest show news each day.
- Limited and eye-catching banner spaces help attract great attention and drive traffic to your website.
- Responsive web design used for trade show site, more user-friendly on mobile devices.

B Trade Show Site

Responsive Webs
Designed+Mobile
APPs+Social Media

Chinese Site
www.industrysourcing.cn



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

Chinese Site
www.industrysourcing.cn

Trade Show Home Page



Chinese Site - Trade Show Home Page			
Item	Size	Quantity	Monthly
A.Slide Image	670x300px	Up to 5 panels	1,470
B.Button banner	120x60px		380

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

Trade Show Listing Page



Chinese Site - Trade Show Listing Page			
Item	Size	Quantity	Monthly
A. Medium Rectangle	300x250px	Max 4	740
B. Leaderboard-Bottom	728x90px	Only One	630

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	630
B. Leaderboard-Bottom	728x90px	Only One	530

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

Trade Show Site Helps You Build Brand Image and Generate Valuable Leads

industrysourcing

Ringier

English Site
 www.industrysourcing.com

B
Trade Show Site

Trade Show Listing Page

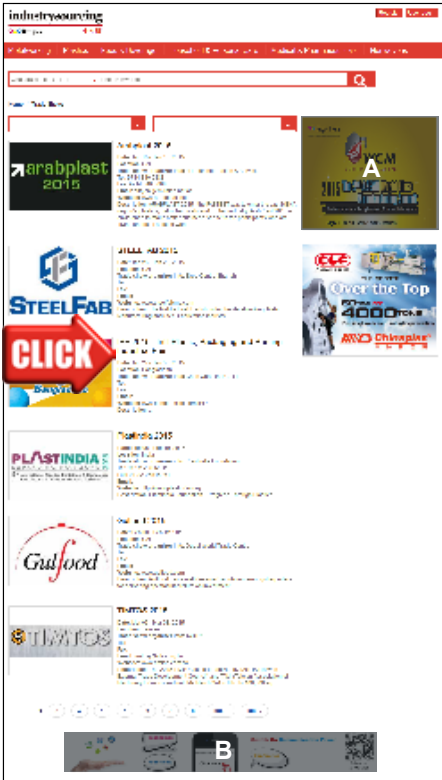
Trade Show Detailed Page

Responsive Webs
 Designed+Mobile
 APPs+Social Media

English Site
 www.industrysourcing.com



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



English Site - Trade Show Listing Page			
Item	Size	Quantity	Monthly
A.Medium Rectangle	300x250px	Max 4	740
B.Leaderboard-Bottom	728x90px	Only One	630
▲ 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	420
B.Leaderboard-Bottom	728x90px	Only One	530
▲ For all detailed trade show pages			

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

Reach more potential buyers through social media (wechat)



Follow us on ringier wechat for more industry news and ringier events.



Follow me on ringier personal care wechat
 Keyword Search: HappiChina

Special Package: Trade Show Interview Video Shooting+ Promotion Service

Reinforce the impression of your brand and products
 Get more attention even after an important tradeshow

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Ringier

C Video Marketing

Our skilled video and editorial team will work with you to create a quality video that you can use in multiple digital media and effectively communicate your story and generate leads.

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:

- The video will be hosted 1 year on industrysourcing.com/cn with responsive web design for desktop and mobile devices users to search.
- 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.
- The video will be hosted 1 year on Industrysourcing.com app. Additionally reach to industrysourcing.com app users.
- Video will get higher rank in search engine of our website and integrated SEO setting.
- Increase the exposure and click through rate for your video
 - Place 6 button banners with video link on one of Ringier's E-magazine;
 - or place 3 video banners with video link on one of Ringier's related industry E-newsletter.
 - Place video news on industrysourcing.com/cn host for 6 months.
 - Post 1 message on one of Ringier social media accounts (Weibo/Wechat/Twitter/Facebook).
 - If you purchase additional ad on print magazine or ad on E-magazine, there will have QR code or links to your video.
- Get traffic report of video on industrysourcing.com/cn

Video Promotion Rates(USD)

Chinese or English	3,500
Bilingual (Chinese and English)	3,850

Ad Closing Date: **February 19, 2018**
 Call to Reserve Your Space!



Note:
 • The above costs are based on a maximum 2 hours of time spent on location at your booth at the trade show, and on the basis that all questions, those to be interviewed, a video story board have been completed in advance of the shoot. If for whatever reason additional time is required, or follows up shooting sessions required on site or elsewhere additional charges will apply!

* Ringier is unable to provide any elevated video shooting at this time - all shooting is done at "ground" level.

* The promotion service in special package cannot be changed. If have any specific requires, please contact Ringier sales representatives.

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

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