



MWCS 2018

IAS 2018 ES 2018

Date: September 18-22, 2018

Place: Shanghai, China

Introduction

MWCS 2018 IAS 2018 ES 2018 will be held at Shanghai National Exhibition Center on September 18-22, 2018. More than 600 exhibitors from over 20 countries will gather together in MWCS, which will show the latest equipments and advanced technology in metalworking industry to over 130,000 professional buyers within 80,000 square meters of exhibition area.

How to Stand Out in MWCS 2018 IAS 2018 ES 2018 ?

**Integrated Multimedia Program
Generate More Sales Leads**

Official Show Daily

Trade Show Website

MWCS E-Newsletter

Video Marketing

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

A
Official
Show Daily

Distribution amount:
Day 1 : 15,000
Day 2 : 12,500
Day 3 : 12,500
Day 4 : 10,000



Print Version Published in Simplified Chinese Print Circulation : 50,000 totally

- √ Send to each professional visitor who attend 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 buyers

(Print+Digital)

Ad Closing Date: August 20, 2018

Ad Position	Size	US\$
Page 4C	Non-bleed: 246mm (W) x 350mm(H) Bleed: 266mm (W) x 376mm(H) (Each side has 3mm bleed)	2,290
1/2 4C	Horizontal Version: 246mm (W) x 175mm (H) Vertical Version: 123mm (W) x 350mm (H)	1,910
1/4 4C	123mm (W) x 175mm (H)	1,280
C1 1/4 H only	246mm (W) x 85mm (H)	1,910
C2 & Page 1 4C	Non-bleed: 246mm (W) x 350mm(H) Bleed: 266mm (W) x 376mm(H) (Each side has 3mm bleed)	3,190
Cover 3	Non-bleed: 246mm (W) x 350mm(H) Bleed: 266mm (W) x 376mm(H) (Each side has 3mm bleed)	2,820
Cover 4	Non-bleed: 246mm (W) x 350mm(H) Bleed: 266mm (W) x 376mm(H) (Each side has 3mm bleed)	3,560
Business Card	55mm (W) x 40mm (H)	400
Exhibitor Highlight	120mm (W) x 60mm (H)	250

Sponsor our Special MWCS 2018 IAS 2018 ES 2018 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 displayed during MWCS 2018 IAS 2018 ES 2018 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/tradeshow/metalworking.
- 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
- Business development: Get business opportunities through Ringier leads report.

*Reach 120,000 Target buyers

iConnect

Ringier

B
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

MWCS 2018 IAS 2018 ES 2018 Tradeshow e-Newsletters (Chinese Version)

Cover 5 Industry Sectors:

Metalworking, Industrial Laser, Mold & Die Making, Automotive Manufacturing, Aerospace Manufacturing and Design Industry

E-Newsletter Delivery Schedule (Chinese Version, totally 7 mailings):

- Before the show:
2 MWCS 2018 IAS 2018 ES 2018Preview e-Newsletters will be emailed(Septmber 4th, September 11th);
- During the show:
4 MWCS 2018 IAS 2018 ES 2018 e-Newsletters will be emailed(Septmber 18-21th);
- After the show:
1 MWCS 2018 IAS 2018 ES 2018Review e-Newsletter will be emailed (Septmber 28th).

* Sending schedule subject to change without notice.

Show e-Newsletter			
AD Positions		Rates-7 Times Total(US\$)	
A	Leaderboard Banner: 728×90pixel, jpg/gif, 50k max;	2,730	2 Spaces for 1 client
B	Display Banner: 300×250pixel, jpg/gif, 50k max;	2,730	Only 2 spaces
C	Video Banner: 300×125pixel, jpg for entrance	2,730	Only 2 spaces
D	Inner Banner: 330×60pixel, jpg/gif, 40k max;	1,820	Only 2 spaces
E	Button Banner: 120×60pixel, jpg/gif, 40k max;	1,540	Only 4 spaces
F	Text Ad (Logo + text): Title- Maximum 20 Chinese characters; Content-Maximum 70 Chinese characters, Logo-60x40px jpg	840	Only 4 spaces

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



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 MWCS 2018 IAS 2018 ES 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.

C 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



Ensure your marketing results with [contextual banner advertising]
Ask your Ringier representative on how you can avail of the special rate.

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



Trade Show Detailed 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)

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

C

Trade Show Trade Show Listing Page Site

English Site
www.industrysourcing.com

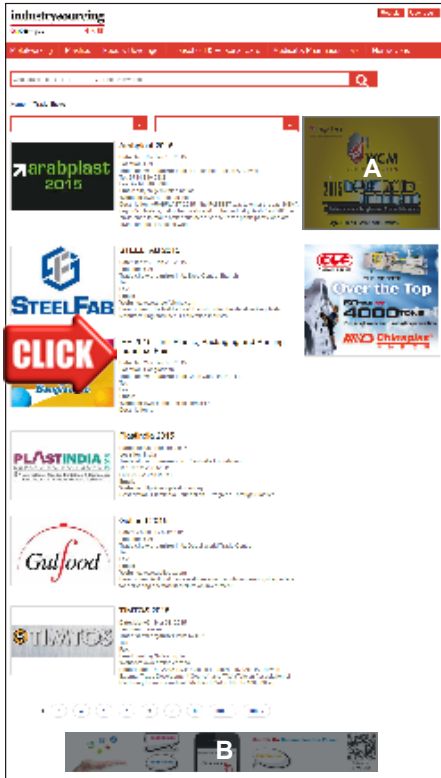
Ensure your marketing results with [contextual banner advertising]
Ask your Ringier representative on how you can avail of the special rate.

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)

Trade Show Detailed Page



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.



Keyword Search: RingierMetalworking



Keyword Search: RingierLaser



Keyword Search: Ringier_Smart_Mfg



Keyword Search: Ringierauto



Keyword Search: RingierSensors

D 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.

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

New Service
[ask the expert video]
Ask your Ringier representative on how you can avail of the special rate.

Trade show interview video shooting 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/cn app. Additionally reach to industrysourcing.com/cn 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: **August 18th, 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:

Eastern China	Vivian Shang	+86-21 6289-5533 EXT 169	vivian@ringiertrade.com
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