



MESSE
MÜNCHEN

慕尼黑上海电子展

April 15-17, 2025

Shanghai New International Expo Centre

Marketing Services



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NEW

NEW

Digital marketing

1.1 Banner on Chinese exhibition website



- Banner 1-3 will be displayed **on homepage**, with banner 1 at the top and 2-3 in the middle of the page.
- Banner 4 will be displayed on **page 'Supporting program' and 'About electronica South China'**.
- Banner 5-7 will be displayed on **page 'For visitor and Exhibition sectors'** with banner 5 at the top and 6 in the middle of the page.
- The same banner need 2 sizes of images to suit the desktop and mobile terminals.
- Some banners are in carousel format and the carousel time is 3 seconds.
- All the banners can be linked to company's own page.
- First-come, first-served
- File format: JPG, GIF. The resolution is 72 and the size does not exceed 1M

Position	Size (width x height)	Price
1 Two sponsors	Pc size: 1336 x 90 pixels Mobile terminal size: 320 x 200 pixels	CNY 12,000 two weeks / first frame
		CNY 10,000 two weeks / second frame
2-3 One sponsor	Pc size: 1336 x 90 pixels Mobile terminal size: 320 x 200 pixels	CNY 8,000 / two weeks
4 Two sponsors	Pc size: 880 x 90 pixels Mobile terminal size: 320 x 200 pixels	CNY 10,000 two weeks / first frame
		CNY 8,500 two weeks / second frame
5 One sponsor	Pc size: 880 x 90 pixels Mobile terminal size: 320 x 200 pixels	CNY 6,000 / two weeks
6 One sponsor	Pc size: 880 x 90 pixels Mobile terminal size: 320 x 200 pixels	CNY 5,000 / two weeks
7 One sponsor	Pc size: 310 x 258 pixels Mobile terminal size: 320 x 200 pixels	CNY 9,000 / two weeks

1.2 Exhibition newsletter



Sending highlighted information, the latest industry news and exhibitor information to recipients in our database. Take advantage of this target-group for image advertising.

- These will be released to: registration visitors; onsite visitors; VIPs; conference attendees.
- Two sponsors are available at the same time. First-come, first-served.
- File format: JPG, PNG
- Frequency: twice a week from March to April 2025.

Position	Size (width x height)	Publish time	Price
1 top	560 x 80 pixels	/	CNY 10,000 / 3 issues
1 top	560 x 80 pixels	March to April 2025 Two sponsors limited	CNY 15,000 / 3 issues
2 middle	560 x 80 pixels	/	CNY 8,000 / 3 issues
2 middle	560 x 80 pixels	March to April 2025 Two sponsors limited	CNY 12,000 / 3 issues

1.3.1 WeChat press release



- The official customer service account "Xiaomu" simultaneously reposts WeChat tweets in Moments and industry groups.
- Production excluded
- The specific schedule is subject to the actual delivery by the organizer. The service account will push four times a month, first come first served.

Position	Price
Second article	CNY 5,000 / issue
Third article	CNY 2,500 / issue

1.3.2 Banner on WeChat press release

倒计时6天 | 4大逛展路线及现场活动一览，趣味逛展福利多~

e星球 2023-07-05 08:18 发表于上海



慕尼黑上海电子展将于2023年7月11-13日在国家会展中心（上海）举办，本届展会面积规模计划扩大至**10万平米**，参展企业将达到**1600+**，预计吸引观众**7万人次**。展会汇聚国



小慕将持续为您更新展会动态，期待今年7月与大家相聚！



[广告]

▼点击“阅读原文”，即可注册观展~

electronica China regularly pushes industry news, exhibition information and other articles.

- For headline only.
- Banner 1 is at the top of the article which accept **two sponsors** at most .
- Banner 2 is at the bottom of the article accept **two sponsors** at most.
- The banner will not appear in articles sponsored by other companies.
- First-come, first-served.

Publish Time	Size (width x height)	Position	Price
March to April 2025	640*100 pixels	Top Only one	CNY 10,000 / 10 issues
	640*100 pixels	Bottom	CNY 8,000 / 10 issues
/	640*100 pixels	Top Only one	CNY 8,000 / 10 issues
	640*100 pixels	Bottom	CNY 5,000 / 10 issues

Joint sponsorship

2.1 Tote bag sponsorship



A movable advertisement showing company name, logo and booth number to maximize your brand exposure.

- The size of exhibition logo has to be 10cm (W) at least.
- Design should be confirmed with organizer's permission.
- **ONLY 5 sponsors limited.**
- The sponsor is responsible for the design, production, procurement and transportation

Design	Price
With exhibition logo	CNY 25,000 / 3,000 copies
Without exhibition logo	CNY 30,000 / 3,000 copies

Booking deadline: March 28, 2025

2.2 Gift sponsorship



The sponsor will provide the gift in kind, and the organizer will distribute it to various audiences on site.

- Gift must be confirmed first by organizer.
- Exhibition logo has to be on the gift.
- Design, production, procurement and transportation are not included.
- Distribution points for general audiences include, but are not limited to, live forums, WeChat gift distribution centers, and audience rest areas.
- Distribution points for VIP viewers include, but are not limited to VIP rest areas.

Booking deadline: March 28, 2025

Gift price standard reference:

Object	Gift value	Gift number
General visitors	>= CNY 30 / each	>=300
VIP visitors	>= CNY 100 / each	>=100

2.3 Dining coupon sponsorship



The dining coupon will be issued to group visitors and pre-registration visitors. The front of the coupon can be used to print the company logo and booth number, and the back of the coupon can be used to print the company's advertising screen.

- Production and design included.
- The back of the entire meal coupon can be used for company screen display.

Size: 90mm x 40mm

Price: CNY 8,000 / 1,000 pieces

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

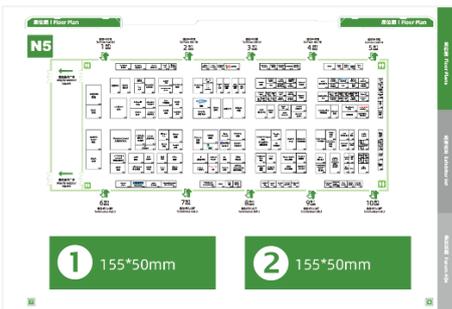
Offline advertising

3.1.1 Advertisement



It is the general printed material onsite. Almost all important information at a glance: The visitor guide contains everything the visitors need to know about electronica China. It is free of charge and nearly every visitor who attends the fair uses it to find information about companies and conference agendas during the fair.

- Over 50,000 copies distributed on site



	Item	Trim size (width x height)	Price
EXCLUSIVE	Front cover gatefold 2 sides (4c)	420mm x 285mm	CNY 60,000
EXCLUSIVE	Outside back cover gatefold 2 sides (4c)	420mm x 285mm	CNY 50,000
EXCLUSIVE	Inside front cover 1/1 (4c)	210mm x 285mm	CNY 40,000
EXCLUSIVE	Outside back cover 1/1 (4c)	210mm x 285mm	CNY 40,000
EXCLUSIVE	Title page 1/1 (4c)	210mm x 285mm	CNY 35,000
EXCLUSIVE	Inside back cover 1/1 (4c)	210mm x 285mm	CNY 35,000
	Inside page 1/1 (4c)	210mm x 285mm	CNY 20,000
	Inside page 1/2 (4c)	185mm x 120mm	CNY 15,000
	Inside page on floor plan page 2 limited for one hall	155mm x 50mm	CNY 13,000
	Inside page on exhibitor list page horizontal version 1	180mm x 73mm	CNY 13,000
	Inside page on exhibitor list page vertical version 2	87mm x 242mm	CNY 15,000

File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.1.2 Logo on floor plan



The visitor guide contains almost all important information, including floor plans, conference agenda, exhibitor list, hall layout and is distributed free of charge to all on-site visitors. Mark your logo on the floor plan to increase brand exposure and it helps your clients to find your booth easily.

- Over 50,000 copies distributed on site.

Price: CNY 3,000

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.1.3 Logo on exhibitor list

展位号 / Booth NO.	展商 / Exhibitors	展位号 / Booth NO.	展商 / Exhibitors
E4.4760	迈特科技 Metteteck	N4.4709	科磁电子(上海)有限公司 KDC (Shanghai) Corporation
E6.6364	杰瑞化学有限公司 Jerrich Chemicals Co., Ltd	N4.4272	科德普新技术(昆山)有限公司 Complant Tapp Technology (Kunshan) Co., Ltd
E4.4549	金安泰电子材料有限公司 Jin'an Tai	E6.6650	科德普电子(上海)有限公司 KDC (Shanghai) Co., Ltd
E3.3168	上海微纳电子科技有限公司 SHANGHAI MICRO ELECTRONIC TECHNOLOGY (SHANGHAI) CO., LTD.	E5.5270	南京电子协会 NANJING Electronics Association
E3.3125	杰华微电子(上海)有限公司 Jiehua Microelectronics	N5.5315	昆山宏泰尔电子有限公司 KUNSHAN HONGTAIER ELECTRONICS CO., LTD.
E7.7105	杰理集团 JELI	C2.2003	昆山敏特精密模具产品有限公司 Kunshan Mint Precision Technology (Kunshan) Co., Ltd
E3.3618	捷捷微电子 Jiejie Microelectronics	C2.2001	昆山成源电子科技有限公司 Kunshan Chengyuan Electronics Co., Ltd.
N4.4889	捷捷集团 JIEJIE GROUP	N4.4107	昆山捷力电子科技有限公司 KUNSHAN JIELI ELECTRONICS TECHNOLOGY CO., LTD
E7.7409	捷能科技 JENMAX TECHNOLOGY	N5.5580	昆山德成五金材料有限公司 BEST METAL
N4.4890	中磁电子 Zhongchi Electronics Co., Ltd	C2.2748	昆山鑫石电子科技有限公司 Kunshan Xincshi Electronic Technology Co., Ltd
E6.6225	捷力海康科技(昆山)有限公司 JIE LI HAIKANG TECHNOLOGY (SU) CO., LTD	C1.1218	昆山美奇博五金模具工业有限公司
N5.5576	捷英集团 Jieying Group	E6.6638	昆山金涛电子有限公司 Kunshan Golden-Wave Electronic Co., Ltd

The visitor guide contains almost all important information, including floor plans, conference agenda, exhibitor list, hall layout and is distributed free of charge to onsite visitors. Publish your logo on exhibitor list which will help visitors to find your company name and booth easily.

- Over 50,000 copies distributed on site.

Price: CNY 3,000

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.1.4 Recommended exhibitor logo



The visitor guide contains almost all important information, including floor plans, conference agenda, exhibitor list, hall layout and is distributed free of charge to onsite visitors. Those recommended logos will be listed individually below the floor plan to highlight your booth.

- Three logos for one hall limited
- First-come, first-served

Price: CNY 4,000

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.2.1 Advertisement on printed badge



Advertising on printed badge can help you enlarge your influence on visitors which can show your booth number, new product information or slogan on it. Electronic version confirmation only.

- First-come, first-served

Item	Trim size (width x height)	Price
Front	100mm x 40mm	CNY 25,000 / 10,000 copies
Back	100mm x 130mm	CNY 40,000 / 10,000 copies

File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.2.2 Visitor lanyard



Lanyards are given to onsite visitors when they collect their badges.

- Company logo and exhibition logo appear on the lanyards crosswise.
- First-come, first-served

Price: CNY 50,000 / 10,000 lanyards

Booking deadline: February 28, 2025

Submission deadline: March 7, 2025

3.3.1 Four-sided column advertisement in registration hall



The advertisement is located in visitor registration hall. Exhibitors can use most of the images on each side of the tetrahedron for advertising.

- **Available size (width x height):** 1m x 1m (each side)

Price: CNY 15,000 / 4 sides (Including production, excluding design)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.3.2 Indoor hanging banner



The banners are hung above the aisles. The eye-catching, two-sides banners make visitors find your booth easily.

- The hanging point should be confirmed with organizer's permission.
- The hanging position is affected by the exhibition facilities and shall be subject to the actual hanging on site. After confirmation, it cannot be temporarily adjusted on-site.
- **Size (width x height):** 2m x 5m (portrait, double-sided)

Price: CNY 35,000 / banner (production included, design excluded)

File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.3.3 Floor sticker



The floor sticker is impossible to overlook and accompanies visitors on their way in the halls. It is located at the main aisles with high visitor frequency and helps leading visitors to your booth effectively.

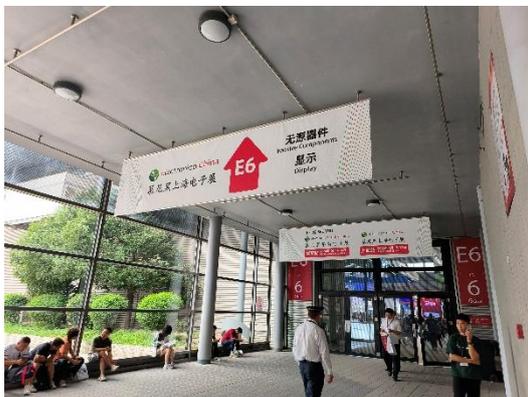
- **Size (width x height):** 2m x 1m

Price: CNY 6,000 (production included)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.3.4 Hanging banner in connecting corridor



A must for attracting casual customers—use the busy corridors connecting the halls for your advertising message. Place your company image, name, logo and booth number on it in order to make sure your most important information will not be missing.

Quantity	Size (width x height)	Available place	Price
2 consecutive banners	5m x 1.2m Double-sided	No.2 entrance-N1-N2 N3-N4-N5-No.3 entrance W3-W4-W5-No.2 entrance	CNY 30,000
4 consecutive banners	5m x 1.2m Double-sided	No.2 entrance-N1-N2 N3-N4-N5-No.3 entrance W3-W4-W5-No.2 entrance	CNY 55,000

File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.3.5 Billboard in connecting corridor



The billboards are located in the connecting corridor from Hall N1 to N2, Hall N3 to N4 to N5, Hall W3 to W4 to W5.

- **Size (width x height):** 4m x 3m (single-sided)

Price: CNY 20,000 (production included, design excluded)

File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.3.6 Movable sign post



Sign post in first position located at the inside square of SNIEC. Two sides are all available for advertising.

Quantity	Size (width x height)	Price
Single-sided	5m x 4m	CNY 20,000
Double-sided	5m x 4m	CNY 35,000



Sign posts in second position are located outside Hall N1 face to No.2 entrance hall.

- **Two sponsors limited**
- **Size (width x height):** 5m x 4m (single-sided)

Price: CNY 35,000 / banner (production included, design excluded)

File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.3.7 Outdoor billboard (at main entrance)



The billboards are located at the main entrances (No.2 entrance hall and No.3 entrance hall).

- **Size (width x height):** 8m x 5m (single-sided)

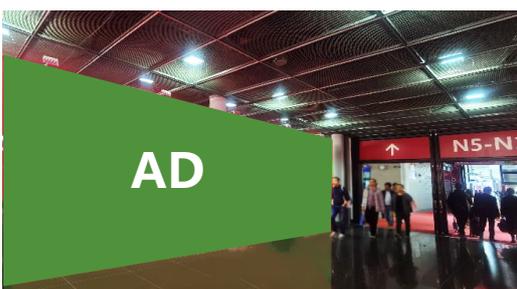
Price: CNY 40,000 (production included, design excluded)

File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.3.8 Advertising position in No.3 entrance hall



This illuminated billboard is placed in the corridor leading to Hall N5.

- **Exclusive sponsorship**

Quantity	Size (width x height)	Price
Single-sided	9m x 3m	CNY 50,000
Double-sided	9m x 3m	CNY 60,000

File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.3.9 Column advertising



All the columns located outside each hall and four ads for display. Company image, name, logo or booth number can be shown on it.

- **Size (width x height):** 3m x 6m

Price: CNY 55,000 (production included, design excluded)

File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.3.10 Outdoor sign post



Located in the atrium of SNIEC. The sign post shows image, company's name, logo and booth number on it in order to make sure your most important information will not be missing.

- Eight sponsors limited
- **Size (width x height):** 1m x 2m

Price: CNY 30,000 / 4 banners, single-sided

File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.3.11 Service substation fences advertising



Located outside Hall W4 closed to W5. Image, company's name, logo and booth number can be shown on both sides.

- Exclusive
- **Due to the special property, light colored images may have holes that allow light to pass through**
- **Size (width x height):** 10.4m x 3.8m

Price: CNY 35,000 / two sides (production included, design excluded)

File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025



3.3.12 Poster on glass wall



Posting on glass wall outside exhibition hall entrance. The poster shows company's name, logo or booth number on it in order to make sure your most important information will not be missing.

- Eight sponsors limited
- First-come, first-served
- **Size (width x height):** 3.7m x 3.7m

Price: CNY 28,000



Posting on glass wall outside exhibition hall. The poster shows company's name, logo or booth number on it in order to make sure your most important information will not be missing.

- Eight sponsors limited
- First-come, first-served
- **Size (width x height):** 25m x 6m or 30m x 5m

Price: CNY 150,000



Posting on glass wall outside connecting corridor between the exhibition halls. The poster shows company's name, logo or booth number on it in order to make sure your most important information will not be missing.

- Two sponsors limited
- First-come, first-served
- **Size (width x height):** 28.4m x 5m

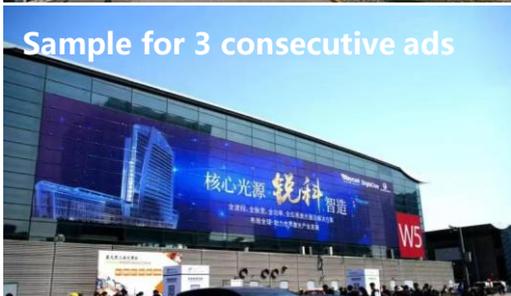
Price: CNY 140,000



Posting on glass wall outer circle of W5. The poster shows company's name, logo or booth number on it in order to make sure your most important information will not be missing.

- Three sponsors limited
- First-come, first-served
- **Size (width x height):** 17m x 10m

Price: CNY 90,000



File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.3.13 Advertisement on shuttle bus



The shuttle bus picks up visitors at the bus stops out of registration halls. Advertising on the shuttle bus that provides round trip service between N1 and N5, W5 and W3.

- Company image, name, logo or other information can be shown on triangle billboard at top or at the back of the shuttle bus.
- First-come, first-served

Position	Size (width x height)	Price
Triangle billboard	2.4m x 0.7m	CNY 20,000 / three buses
Back billboard (KT board)	1.3m x 0.9m	CNY 15,000 / three buses

File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025



3.3.14 Advertisement on shuttle bus stop



The shuttle bus picks up visitors at the bus stops out of registration halls. There are three bus stops outside Hall N1, N3, N5, W3, W5.

- Company image, name, logo or other information can be shown on the bus stop.
- First-come, first served

Position	Size (width x height)	Price
Circular advertisement above (two sides, two sponsors limited)	1.8m x 1.3m	CNY 12,000/side
Rectangle advertisement above (two sides, two sponsors limited)	4m x 0.8m	CNY 15,000/side
Rectangle advertisement below (four pieces, two sides, four sponsors limited)	2m x 1m	CNY 12,000/side



File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025

3.3.15 Four-sided column advertisement in rest area



The advertisement is located in the audience rest area, where the audience stops to rest and recharge. Exhibitors can use most of the images on each side of the tetrahedron for advertising.

- Six sponsors limited
- **Available size (width x height):** 1m x 2m (each side)

Price: CNY 20,000 / rest area (Including production, excluding design)

File format: AI, EPS (300dpi)

Booking deadline: March 7, 2025

Submission deadline: March 14, 2025



Order Form

Company name (Chinese & English)

Company name for promotion usage (Chinese & English)

Tel

Mobile (important)

Fax

Contact person: Mr. / Ms.

Email (important)

Title

Banner on Chinese exhibition website

- CNY 12,000 banner1
 CNY 10,000 banner1
 CNY 8,000 banner2
 CNY 8,000 banner3
 CNY 10,000 banner4
 CNY 8,500 banner4
 CNY 6,000 banner5
 CNY 5,000 banner6
 CNY 9,000 banner7

Exhibition newsletter

- CNY 10,000
 CNY 15,000
 CNY 8,000
 CNY 12,000

WeChat press release

- CNY 5,000
 CNY 2,500

Banner on WeChat press release

- CNY 10,000
 CNY 8,000 Mar-Apr
 CNY 8,000
 CNY 5,000

Tote bag sponsorship

- CNY 25,000
 CNY 30,000
 Qty

Dining coupon sponsorship

- CNY 8,000
 Qty

Visitor guide advertisement

- Front cover gatefold / CNY 60,000
 Outside back cover gatefold / CNY 50,000
 Inside front cover / CNY 40,000
 Outside back cover / CNY 40,000
 Title page / CNY 35,000
 Inside back cover / CNY 35,000
 Inside page 1/1 (4c) / CNY 20,000
 Inside page 1/2 (4c) / CNY 15,000
 Inside page on floor plan page / CNY 13,000
 Inside page on exhibitor list page / CNY 13,000
 Inside page on exhibitor list page / CNY 15,000

Visitor guide-Logo on floor plan

- CNY 3,000

Visitor guide-Logo on exhibitor list

- CNY 3,000

Visitor guide-Recommended exhibitor logo

- CNY 4,000

Advertisement on printed badge

- CNY 25,000
 CNY 40,000

Visitor lanyard

- CNY 50,000
 Qty

Four-sided column ad in registration hall

- CNY 15,000

Indoor hanging banner

- CNY 35,000

Floor sticker

- CNY 6,000

Hanging banner in connecting corridor

- CNY 30,000
 CNY 55,000

Billboard in connecting corridor

- CNY 20,000

Movable sign post

- CNY 20,000
 CNY 35,000
 CNY 35,000 pic2

Outdoor billboard (at main entrance)

- CNY 40,000

Advertising position in No.3 entrance hall

- CNY 50,000
 CNY 60,000

Column advertising

- CNY 55,000

Outdoor sign post

- CNY 30,000

Poster on glass wall

- CNY 28,000
 CNY 150,000
 CNY 140,000
 CNY 90,000

Advertisement on shuttle bus

- CNY 20,000
 CNY 15,000

Service substation fences advertising

- CNY 35,000

Four-sided column advertisement in rest area

- CNY 20,000

Advertisement on shuttle bus stop

- CNY 12,000 Circular
 CNY 15,000
 CNY 12,000

Important Notice

- Please submit copy of company license, trademark/brand registration information or brand authorization agency agreement as attachments.
- Exhibitors who submit this application form should pay the total fee in one month. Otherwise organizer will not retain sponsorship rights.
- Exhibitors hereby confirm that they have carefully read and understood all the terms of this application form and are agree to be bound by the terms of exemption from the responsibilities of organizer and restrictions on the rights of themselves. Exhibitors acting on behalf of a third party shall be directly liable for meeting the demands of organizer in respect of the above fair.

Total CNY _____ Remark _____

Date _____ Company stamp _____

* Please be aware of each item description carefully

Terms of Sponsorship

1. Application for Sponsorship and Sponsorship Contract

All potential sponsors wishing to take part in the event must express their wish to do so by fully as well as faithfully completing and signing – by affixing with company seal or contract seal by PRC sponsors, or with a legally binding signature by overseas sponsors - the application form (“Application Form”) and submitting it to Messe Muenchen Shanghai Co., Ltd. (“MM-SH”) (facsimile or scanned copies are deemed as legally valid) at the earliest opportunity (at the latest by the application deadline). The applying sponsor may keep a photocopy of the application.

By submitting the application, the applying sponsor expresses to MM-SH its keen interest to be a sponsor (“Sponsor”).

When an applying sponsor submits the Application Form, it means that the sponsor acknowledges and observes the Terms of Sponsorship under the Application Form, and a sponsorship contract (“Sponsorship Contract”) shall also be deemed to have been entered into with MM-SH in relation to contents of the sponsorship and related services. The Application Form submitted by the applying sponsor (including the Terms of Sponsorship), the Marketing Sponsorship Manual, and sponsorship package made by MM-SH for the Sponsor are indispensable parts of the Sponsorship Contract, which has legally binding force on both parties. Without prior written consent of MM-SH, the Sponsor shall not transfer any part or all of its rights and obligations under the Sponsorship Contract to any third party.

2. Sponsorship Fees

The details of the sponsorship fees are specified in the Application Form.

The sponsorship fees include extensive services provided by MM-SH, such as sponsorship package preparation and technical assistance, etc.

The prices under the Application Form include 6% value-added tax. If the tax authority in China adjusts the tax type or tax rate before MM-SH issues the fapiao, MM-SH has the right to calculate the tax amount and issue the corresponding fapiao according to the new tax type and tax rate from the date when the tax authority in China adjusts the tax type or tax rate. In case of any further tax requirements in the Sponsor's state / country of residence, such taxes shall be borne by the Sponsor. The Sponsor must pay the sponsorship fees first and MM-SH will subsequently issue the respective fapiao (tax inclusive).

After receipt of the Application Form, MM-SH will, within reasonable time, issue an invoice for the advance payment. The specific requirements of the payment shall be subject to such invoice. If the applicant reduces the sponsorship services at its own discretion, the advance payment for the reduced services will not be refunded but still be a part of the sponsorship fees.

The amounts specified in the invoice shall be paid immediately, unless other payment due time is specified therein. Payment of sponsorship fees is an essential condition for obtaining sponsorship services.

Before the Sponsor fulfills its payment obligation to MM-SH for the ordered services, MM-SH has the right to refuse to provide any related services to such Sponsor. This shall in particular apply to those Sponsors who have failed to perform or perform in a timely manner the payment obligations to the organizer.

Should the Sponsor wish to have a fapiao reissued because the company name, tax number or address of the recipient of the fapiao has changed, the Sponsor is obliged to pay MM-SH a sum amounting to RMB 450 plus any governmental tax and charges for each change of fapiao. If the reissuance of the fapiao is caused due to mistakes of MM-SH, the Sponsor is not required to assume the cost for the reissuance.

3. Payment Terms

The deadlines for payment given in the invoices must be observed. Payment in full and in due time of the amounts invoiced is a condition for obtaining the sponsorship services. The Sponsor will receive invoices for all additional charges (e.g. technical services) with the confirmation of the order; they are to be paid by the Sponsor immediately on receipt thereof. All invoiced amounts in all MM-SH invoices are to be paid in RMB, without deductions and free of all charges (i.e. **bank transfer fee and charges for the transferring via bank account shall be paid by the Sponsor**), by credit transfer to the account specified in the invoices. The beneficiary' s bank account information is as follows:

Beneficiary: Messe Muenchen Shanghai Co., Ltd.
Bank: ICBC Shanghai Branch, No.2 Business Department
Account No.: 1001190709016219311
Swift code: ICBKCNBJSHI

4. Withdrawal from Contract

Apart from the statutory rights to withdraw from contracts, the Sponsor has no right to withdraw from the Contract. **If the Sponsor withdraws from the Contract unilaterally after submitting the Application Form, it shall be liable for cost occurred in relation to the matters of sponsorship (i.e. Sponsorship Fee) and compensation for all direct losses incurred by MM-SH for such withdrawal.**

MM-SH is entitled to withdraw from the Sponsor Contract if the Sponsor fails to fulfill its payment obligations to MM-SH in time. For such purpose “in time” means MM-SH has extended the deadline for the payment by 5 days and the Sponsor shall fulfill the payment obligation within this grace period. MM-SH is also entitled to withdraw from the Contract if the Sponsor breaches any stipulation under the Sponsorship Contract, and MM-SH shall no longer be reasonably expected to adhere to the Contract. In the aforementioned cases MM-SH is entitled not only to withdraw from the Contract but also to demand from the Sponsor 100% of the sponsorship fees as compensation. MM-SH' s right to claim further losses and damages remains unaffected.

5. Force Majeure

If MM-SH is compelled, as a result of force majeure (natural disasters such as earthquakes, droughts, tsunamis, typhoons, hurricanes and floods, or fires, war, riots, terrorism, acts of government, epidemics and other acts or events recognized by applicable laws as force majeure or otherwise commonly recognized as a force majeure event by international commercial practice) or other circumstances beyond its control (e.g. failure of the power supply), to vacate one or more exhibition areas, temporarily or for longer periods resulting in postponement or curtailing of the trade fair, the sponsors do not thereby acquire the right to withdraw or cancel, nor do they have any other claims against MM-SH, in particular claims for damages. If MM-SH cancels the event because it cannot hold the event as a result of force majeure or other circumstances beyond its control, or because it has become unreasonable for MM-SH to hold the event, MM-SH is not liable for damages and disadvantages to sponsors arising from the cancellation of the event.

6. Sponsor' s Undertakings and Warranties

- 6.1 The Sponsor represents and warrants that, it owns the intellectual property rights of the Published Contents during the marketing sponsorship services, or it has been legally authorized by the lawful right owner in advance. The Sponsor shall take legal liabilities on its own for the ownership of the intellectual property rights of all the marketing materials provided by itself.
- 6.2 If the sponsorship services involve any link to the Sponsor' s website, the Sponsor shall ensure the legitimacy and security of such website link, and ensure that it does not involve any infringement. The Sponsor shall bear any loss and liability caused by violation of this warranty.
- 6.3 If the Sponsor publishes contents that contain professional information of industries such as meteorology, education, healthcare, transportation, finance, film and television, animation, publication and information, or contain information of public figures, celebrities, personal icons, marks or body languages, etc., the Sponsor shall ensure that it owns the lawful right to use and right of portrait, etc.
- 6.4 The Sponsor warrants that the pictures, videos, Logos, drafts of advertising design, articles and other marketing materials published through marketing sponsorship services (hereinafter referred to as the “Published Contents”) shall not infringe the legal rights of any third party (including but not limited to copyright, trademark, right of portrait, etc.). If the Published Contents from the Sponsor infringe any legal right of a third party, the Sponsor will bear relevant legal liabilities and risks. If MM-SH is involved in any lawsuit, claim or other judicial proceedings because the Published Contents from the Sponsor infringe the legal right of a third party (hereinafter referred to as the “Infringement Proceedings”), the Sponsor agrees to handle the Infringement Proceedings and make compensation as follows:
 - 1) MM-SH informs the Sponsor of the abovementioned Infringement Proceedings promptly after the occurrence thereof, and suspends the marketing sponsorship services to the Sponsor during the abovementioned Infringement Proceedings.
 - 2) The Sponsor shall, after receiving the written notice from MM-SH and for the interest of MM-SH, designate representative(s) to participate in the abovementioned Infringement Proceedings brought by the third party, and shall provide MM-SH with necessary support and assistance regarding litigation strategies and other matters during the abovementioned Infringement Proceedings, and shall bear all expenses incurred such as the legal costs, attorney fees, travel expenses, settlement amount, or damages decided in effective legal instruments.

3) MM-SH is entitled to require the Sponsor to bear the liability for breach of contract according to the provisions on the liability for breach of contract under these terms and conditions.

6.5 If the Sponsor provides gifts in physical form, the Sponsor shall ensure the quality and transportation of such gifts that it is responsible to provide, guarantee that such gifts are compliant with national or industrial standards and qualified upon inspection and examination, and are delivered to the place designated by MM-SH. The Sponsor shall guarantee that the products' packages are intact and the logos and marks are complete. In case of punishment, legal liabilities, claims from a third party, or even relevant lawsuit proceedings arising due to product quality, the Sponsor shall unconditionally and independently assume all indemnify liabilities and consequences arising therefrom, for all of which MM-SH is irrelevant.

6.6 If the Sponsor violates any above provision, MM-SH is entitled to modify or delete relevant contents or stop providing the Sponsor with services. The Sponsor shall bear all liabilities for such violation and compensate MM-SH all losses caused thereby (including but not limited to the compensation paid to a third party, penalties, etc.).

7. Disclaimer

7.1 The marketing contents are provided by the Sponsor, and MM-SH shall not be responsible for the correctness, completeness and up-to-date status of the contents.

7.2 If the online marketing contains a link to an external website of a third party, under any circumstances the website provider or operator shall be responsible for the contents of the linked website, and MM-SH shall not be liable therefor.

7.3 MM-SH particularly reserves the right to modify or extend the contents provided by the platforms involved in the digital marketing channels without separate notice. MM-SH shall not bear the liability to compensate any direct or indirect loss caused by the information provided by the Sponsor.

7.4 MM-SH shall not bear any legal liability for the Sponsor's any loss from the marketing promotion, including but not limited to losses caused by mistakes, omissions, virus, etc. of relevant contents.

7.5 Under no circumstances shall MM-SH be liable for any indirect, consequential, disciplinary, incidental or special damages arising out of the Sponsor's receiving the marketing sponsorship services, including the profit loss suffered by the Sponsor as a result of the Sponsor's use of the sponsorship services.

7.6 MM-SH is not obliged but has the right to review the Published Contents provided by the Sponsor. If it finds that such Published Contents do not comply with national laws, regulations, or policies, or that the Published Contents may infringe upon the lawful rights and interests of other parties, or it finds other situations which MM-SH deems as inconformity, MM-SH is entitled to refuse to publish such contents without any liability.

8. Intellectual Property Rights

The Sponsor warrants that the promotional materials and publicity materials provided do not infringe on any third party's legal rights including but not limited to intellectual property rights such as trademarks, copyrights, designs, patents, whether registered or otherwise confirmed, and other legitimate rights and interests.

If MM-SH considers that the promotional materials provided by the Sponsor violate relevant laws and regulations or infringe on the intellectual property rights and other legitimate rights of third parties, MM-SH shall have the right to terminate the Sponsorship Contract and refuse to provide the corresponding sponsorship services, and the sponsorship fees shall not be refunded and the Sponsor shall compensate MM-SH for all losses caused to MM-SH. In the event that MM-SH is subject to any administrative penalties, judicial proceedings and claims by third parties in relation to the aforementioned infringements by the Sponsor, the Sponsor shall be fully liable for the resulting damages, including but not limited to responding to the litigation in court, receiving investigations, and responding to and paying compensation to third parties.

The Sponsor shall actively cooperate for the supervision and administration with the intellectual property administration and judicial authorities, as well as for on-site evidence collection, investigation and questioning, etc. The Sponsor shall accept the relevant authorities' handling decisions and withdraw the alleged infringing promotional materials or related materials, and MM-SH shall also have the right to request the removal of any alleged infringing promotional materials or related materials.

9. Verbal Agreement

All verbal agreements, individual and special arrangements are valid only with MM-SH's written confirmation.

10. Place of Performance, Applicable Law

Shanghai shall be the place of performance, also for all financial obligations. The law of the People's Republic of China shall apply.

11. Jurisdiction, Arbitration Agreement

The following shall apply to Sponsors incorporated in the PR of China:

In the event of any dispute, controversy or claim (collectively, "dispute") arising out of or relating to this Sponsorship Contract, or the breach, termination or invalidity of this Sponsorship Contract, both parties shall attempt in the first instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall bring an action at the court which has jurisdiction at the registered address of MM-SH.

The following shall apply to Sponsors incorporated or with their principal place of business outside the PR of China:

In the event of any dispute, controversy or claim (collectively, "dispute") arising out of or relating to this Sponsorship Contract, or the breach, termination or invalidity of this Sponsorship Contract, the both parties shall attempt in the first instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall submit the dispute to Shanghai International Economic and Trade Arbitration Commission for arbitration in Shanghai in accordance with its rules of arbitration procedure.

12. Data Protection

1) Definition

"Data" refers to all kinds of information recorded electronically or otherwise, including (but without limitation) Personal Information, Sensitive Personal Information, Important Data, and other general information.

"Personal Information" refers to all kinds of information, recorded electronically or otherwise, that relates to an identified or identifiable natural person, excluding anonymized information. Typical examples of Personal Information include (but are not limited to) name, date of birth, ID number, biometric information, residence, phone number, cellphone number, email address, health information, and tracking information.

"Sensitive Personal Information" refers to Personal Information that, if leaked or illegally used, could easily result in infringement of a natural person's dignity or endangering of personal or proprietary security, which includes (but is not limited to) biometric information, religious belief, special identity, medical and health information, financial account, tracking and whereabouts, and information of minors below the age of 14.

"Important Data" refers to Data that, once tampered with, destroyed, leaked, illegally obtained or illegally used, may endanger national security, economic operation, social stability, public health and security, etc.

"Data Subject" refers to identified or identifiable natural person whose Personal Information is collected and processed.

- 2) MM-SH and Sponsor shall at all times be aware of and comply with all applicable PRC laws and regulations in relation to cyber security and data protection.
- 3) Before providing (or making accessible) to MM-SH any Data, the Sponsor shall notify MM-SH in advance of any special regulatory requirements applicable to Data and any security and compliance measures based on such special regulatory requirements that MM-SH needs to implement before processing such Data.
- 4) The Sponsor agrees and undertakes to (i) only provide (or make accessible) to MM-SH the Data limited to the scope as required to enable both parties' fulfillment of obligations under this Terms of Sponsorship and other relevant business purposes, (ii) strictly follow the respective requirements on content, format, quantity, channel, etc. as agreed between the parties (if any), (iii) in case of providing any Personal Information to MM-SH (e.g. Personal Information of the Sponsor's staff or contacts), guarantee and secure that it has properly obtained statutorily required consent (including separate consent for e.g. sharing Personal Information with MM-SH, processing Sensitive Personal Information, or allowing MM-SH to further transmit such data to a third party either in the PRC or outside the PRC) from corresponding Data Subjects in advance so as to enable MM-SH to legally process such Personal Information.

- 5) The Sponsor hereby grants MM-SH an irrevocable right to process the Data to the extent as permitted by applicable PRC laws and regulations, including but not limited to processing by MM-SH itself, entrusting a third party to process, transferring / exporting the Data to a third party, etc.
- 6) The Sponsor understands and agrees that MM-SH may disclose the Data received or accessed under this Terms of Sponsorship or during the course of cooperation in the event that MM-SH is required to do so by any ruling of a regulatory authority or court or by applicable PRC laws or regulations (collectively "Statutory Requirements"). MM-SH will notify the Sponsor in a practical way of such disclosure after MM-SH becomes aware of the Statutory Requirements and is legally allowed to notify the Sponsor to this effect.
- 7) The Sponsor acknowledges and confirms that except for Personal Information, Data provided under this Term of Sponsorship or during the course of cooperation shall not contain those regulated under PRC laws and regulations (e.g. Important Data). Particularly, the Sponsor hereby confirms that any Data provided (or made accessible) by the Sponsor to MM-SH has not been classified or defined as Important Data according to any publicly available official documents (including but not limited to laws, regulations, national and industrial standards, irrespective of regions or departments) and / or any Chinese regulators / officials. Nevertheless, insofar as later on any Data (excluding Personal Information) provided qualifies as regulated Data, the Parties shall actively cooperate with each other and use their best effort to jointly assess and work out legally feasible measures to sustain this Term of Sponsorship and the cooperation between the Sponsor and MM-SH, and mitigate any potential negative impact therefrom.
- 8) The Sponsor shall fully indemnify MM-SH and hold MM-SH harmless from any claims, penalties or damages incurred due to the Sponsor' s failure (including the Sponsor' s staff, agents or other representatives commissioned by the Sponsor) to comply with applicable PRC laws and regulations or the obligations under this Data Protection section.

13. Severability

Should the provisions set out in the Terms of Sponsorship or Marketing Sponsorship Manual be or become legally invalid or incomplete, the validity of the other provisions or the contract concerned remains unaffected. In such a case, the contracting parties undertake to replace the invalid provision and/or fill the gap with a provision with which the contracting parties are most likely to achieve the economic purpose they pursue.

As of April 2024
Messe Muenchen Shanghai Co., Ltd.