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# | Marketing Services

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April 13-15, 2023

Shanghai New International Expo Centre (Pudong)

[electronica-china.com](http://electronica-china.com)



electronica China

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# | Content

## 03 Offline advertising

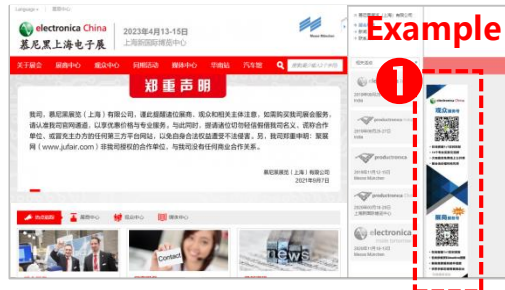
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# Digital marketing

## 1.1 Website

### 1.1.1 Banner on Chinese exhibition website



- Over 1,200,000 visits three month before the exhibition. All the banners can be linked to company's own page.
- Banner 1 is a webpage window ad which is published on all web pages covering all high traffic pages, such as exhibitor list, forum agenda **except visitor pre-registration webpage**.
- Banner 2, 3, 4, 5 and 6 are published on all web pages **except homepage, visitor pre-registration webpage**.
- Banner 1 accept **only one sponsor** at the same time.
- Banner 3 and 4 accept **two sponsors** at most placed up and down. Any place can be chosen.
- Banner 2 and 5 accept **two sponsors** for random displace.
- Banner 6 accepts **four sponsors** at most placed up and down. Any place can be chosen.
- All the banners can be linked to company's own page.
- Validity period: to **April 15, 2023**
- First-come, first-served
- File format: JPG, GIF

Position	Size (width x height)	Price
1	120 x 600 pixels	CNY 15,000 / two weeks
2	728 x 90 pixels	CNY 12,000 / two weeks
3	300 x 250 pixels	CNY 8,000 / two weeks
4	300 x 125 pixels	CNY 5,000 / two weeks
5	468 x 60 pixels	CNY 3,000 / two weeks
6	140 x 70 pixels	CNY 2,500 / two weeks

## 1.1.2 Banner on pre-registration webpage



Banners are published to every pre-registration visitor. The clickable banner shows company name, logo and booth number on pre-registration web pages which will reach nearly 30,000 pre-registered visitors.

- All the banners are **only published on visitor pre-registration webpage**.
- All the banners can be linked to company's own page.
- **Website pre-registration will be closed one week before the show.**
- Banner 1 and 2 accept **two sponsors** at most placed up and down.
- Banner 3 accepts **four sponsors** at most placed up and down.
- Banner 4 accepts two sponsors for random display.
- File format: JPG, GIF
- First-come, first-served

Position	Size (width x height)	Price
1	300 x 250 pixels	CNY 18,000 / two weeks
2	300 x 125 pixels	CNY 12,000 / two weeks
3	140 x 70 pixels	CNY 5,000 / two weeks
4	468 x 60 pixels	CNY 15,000 / two weeks

## 1.1.3 Advertisement on electronic badges



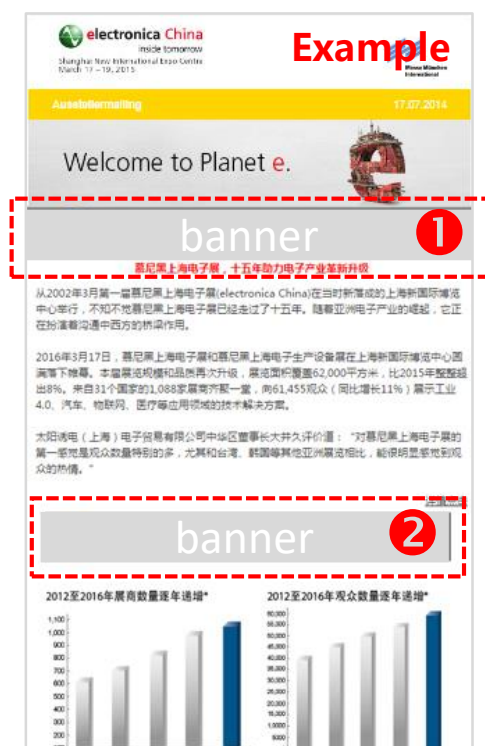
Each visitor who registers online will receive an e-badge with barcode, and will be permitted to enter the hall directly.

- Validity period: From **December 31, 2022** to **April 7, 2023**
- **Four sponsors** at most
- First-come, first-served
- **Size (width x height): 105mm x 99mm**

**Price: CNY 20,000**

## 1.2 Newsletter

### 1.2.1 Exhibition newsletter



Sending highlighted information, the latest industry news and exhibitor information to around 210,000 recipients in our database. Take advantage of this target-group for image advertising.

- These will be released to: 2012-2022 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 month from July to December 2022; twice a week from January to April 2023.

Position	Size (width x height)	Publish time	Price
1	620 x 80 pixels	Jul to Dec 2022	CNY 10,000 / 3 issues
1	620 x 80 pixels	Jan to Apr 2023	CNY 15,000 / 3 issues
2	560 x 80 pixels	Jul to Dec 2022	CNY 8,000 / 3 issues
2	560 x 80 pixels	Jan to Apr 2023	CNY 12,000 / 3 issues

## 1.3 New Media

### 1.3.1 WeChat press release



As an official account, electronica China has more than 70,000 professional followers. Each tweet has a considerable amount of read clicks.

- The official customer service account "Xiaomu" with nearly 20,000 fans and friends simultaneously reposts WeChat tweets in Moments and nearly 10 industry groups
- Production excluded
- No delivery will be arranged two weeks before the exhibition.
- The specific schedule is subject to the actual delivery by the organizer.

Publish Time	Position	Price
Jan to Apr 2023	Headline	CNY 8,000 / issue
	Second article	CNY 5,000 / issue
Jul to Dec 2022	Headline	CNY 5,000 / issue
	Second article	CNY 3,000 / issue



## 1.3.2 Banner on WeChat press release



As an official account, electronica China has more than 70,000 professional followers. 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
Jan to Apr 2023	640*100 pixels	Top	CNY 10,000 / 10 issues
	640*100 pixels	Bottom	CNY 8,000 / 10 issues
Jul to Dec 2022	640*100 pixels	Top	CNY 8,000 / 10 issues
	640*100 pixels	Bottom	CNY 5,000 / 10 issues

## 1.3.3 Short video



Short videos highlight the booths and product, help enhance the company's brand image, and broaden the company's publicity channels.

- The short video is 15 seconds long.
- Short video will be broadcasted on the official website, WeChat and other channels.
- Video provided by exhibitors is accepted during non-exhibition period. During the exhibition, shooting and production are included.

**Price:** CNY 12,000 / video

**Booking deadline for shooting and production:** March 15, 2023

# 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.
- The sponsor is responsible for the design, production, procurement and transportation

Design	Price
With exhibition logo	CNY 15,000 / 5,000 copies
Without exhibition logo	CNY 20,000 / 5,000 copies

**Booking deadline:** March 15, 2023

## 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 15, 2023

**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.

**Price:** CNY 5,000 / 1,000 pieces

**Booking deadline:** March 15, 2023

## 2.4 Other joint sponsorship



Other types of joint sponsorship projects will be opened up to achieve brand alliances, enrich publicity channels, help companies gain more audiences, and comprehensively enhance corporate brand images.

- Production and design included.
- For specific joint sponsorship projects, please contact the project team or your sales contact person.

**Price:** please contact the relevant sales

**Booking deadline:** February 15, 2023

### Success case 1

Well-known exhibitors and electronica China jointly launch T-shirts, made from well-known outdoor sports brands, combined with current popular styles, to cater to the preferences of the audience, and harmoniously integrate the elements of exhibition and exhibitors into the T-shirt design. The co-branded T-shirt was used to promote exhibitors. It is compatible with commemorative significance and brand promotion. It is well received by professional visitors and industry professionals. (Picture 1)

### Success case 2

Exhibitors and electronica China are jointly launch beer. We select high-quality craft beer. In addition to appearing in the booths of sponsoring companies, beer will also be provided in the VIP lounge, which is very popular among professional visitors and industry professionals. (Picture 2)



# Offline advertising

## 3.1 Visitor guide

### 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 30,000 copies distributed on site

Position	Trim size (width x height)	Price
Outside back cover gatefold 2 sides (4c)	420mm x 285mm	CNY 50,000
Outside back cover 1/1 (4c)	210mm x 285mm	CNY 37,000
Inside front cover 1/1 (4c)	210mm x 285mm	CNY 35,000
Inside back cover 1/1 (4c)	210mm x 285mm	CNY 35,000
Inside page 1/1 (4c)	210mm x 285mm	CNY 18,000
Inside page 1/2 (4c)	185mm x 120mm	CNY 10,000
Inside page 1/3 (4c)	58mm x 232mm	CNY 6,000

**File format:** AI, EPS (300dpi)

**Booking deadline:** March 8, 2023

**Submission deadline:** March 15, 2023

### 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 30,000 copies distributed on site.

**Price:** CNY 3,000

**Booking deadline:** March 8, 2023

**Submission deadline:** March 15, 2023

### 3.1.3 Logo on exhibitor list

展商 Exhibitors	展位号 Booth No.	展商 Exhibitors	展位号 Booth No.
Honganas China Co., Ltd.	E4.4151	Jiangsu Changze Electronics Co., Ltd.	E4.4815
赫格纳斯 (中国) 有限公司		江苏昌泽电子有限公司	
Honggu Connector (HK)	E5.5606	Jiangsu Jiantu Electronic Technology Co., Ltd.	E4.4658
鸿盛连接器 (HK)		江苏建图电子科技有限公司	
HOPE MICROELECTRONICS CO., LTD.	E3.3283	江苏捷微电子有限公司	
深圳市希能微电子技术有限公司			
HSINDA PRECISION CO., LTD.	E4.4360		
台湾欣大精密			
Hu Lane Associate Inc.	E5.5663		
胡连精密 (股) 公司			
Huangshan Kingconic Film Capacitor	E4.4524		
黄山品松薄膜电容器制造有限公司			
Huawei Technologies Co., Ltd.	E4.4509		
华为技术有限公司			
Hubert Stöken GmbH & Co. KG	E4.4734		
惠州海格科技有限公司			
IC360.cn	E3.192		
远大芯城			
IC-Haus	E3.9226		
IC-Haus GmbH			

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 30,000 copies distributed on site.

**Price:** CNY 3,000

**Booking deadline:** March 8, 2023

**Submission deadline:** March 15, 2023

### 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.

- Ten sponsors limited
- First-come, first-served

**Price:** CNY 4,000

**Booking deadline:** March 8, 2023

**Submission deadline:** March 15, 2023

## 3.2 Visitor badge & lanyard

### 3.2.1 Advertisement on printed badge



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

- First-come, first-served

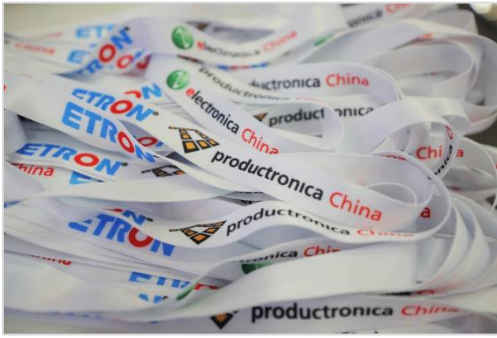
Design	Trim size (width x height)	Price
One side	100mm x 50mm	CNY 20,000 / 10,000 copies
Two sides	100mm x 50mm	CNY 30,000 / 10,000 copies

**File format:** AI, EPS (300dpi)

**Booking deadline:** February 28, 2023

**Submission deadline:** March 5, 2023

### 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

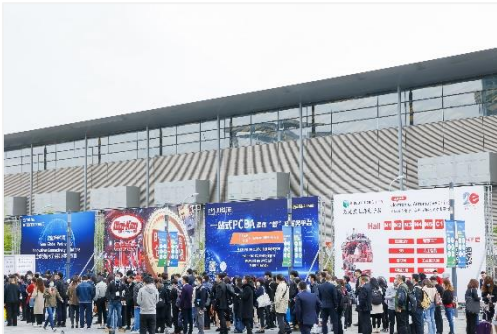
**Price:** CNY 50,000 / 10,000 lanyards

**Booking deadline:** February 28, 2023

**Submission deadline:** March 5, 2023

## 3.3 On-site branding

### 3.3.1 Outdoor billboard (at main entrance)



The billboards are located at the main entrances (No.2 entrance hall) near to No.1 entrance of Huamu Road of Line 7. Undoubtedly, it is one of the most prominent on-site branding opportunities at electronica China to catch the attention of all the incoming and outgoing visitors.

- **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 8, 2023

**Submission deadline:** March 15, 2023

### 3.3.2 Billboard in connecting corridor



The billboards are located in the connecting corridor from Hall N1 to N2 and Hall N3 to N4.

- **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 8, 2023

**Submission deadline:** March 15, 2023



### 3.3.3 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.
- Size (width x height): 2m x 5m (portrait, two sides)

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

**File format:** AI, EPS (300dpi)

**Booking deadline:** March 8, 2023

**Submission deadline:** March 15, 2023

### 3.3.4 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.

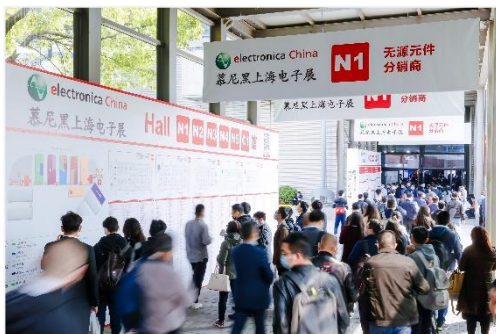
- **Size (width x height):** 1m x 1m

**Price:** CNY 6,000 (production included)

**Booking deadline:** March 8, 2023

**Submission deadline:** March 15, 2023

### 3.3.5 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.

- **Available place:** Hall N1-N2、 Hall N3-N4、 Hall N4-N5、 No.3 entrance- Hall N5
- **Size (width x height):** 2.5m x 1.2m (two sides)

Quantity	Price
2 consecutive banners	CNY 20,000
4 consecutive banners	CNY 35,000

**File format:** AI, EPS (300dpi)

**Booking deadline:** March 8, 2023

**Submission deadline:** March 15, 2023

### 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. Visitors will not miss the eye-catching sign post.

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

Quantity	Price
1 banner	CNY 20,000 (production included)
2 banners	CNY 35,000 (production included)

**File format:** AI, EPS (300dpi)

**Booking deadline:** March 8, 2023

**Submission deadline:** March 15, 2023



Sign posts in second position are located outside between No.2 entrance hall and hall N1.

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

**Price:** CNY 35,000 / banner (Two sponsors limited)

**File format:** AI, EPS (300dpi)

**Booking deadline:** March 8, 2023

**Submission deadline:** March 15, 2023

### 3.3.7 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 8, 2023

**Submission deadline:** March 15, 2023



### 3.3.8 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 / four ads

**File format:** AI, EPS (300dpi)

**Booking deadline:** March 8, 2023

**Submission deadline:** March 15, 2023

### 3.3.9 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.

- Five sponsors limited
- First-come, first-served
- **Size (width x height):** 1m x 2m

**Price:** CNY 30,000 (4 banners, single-sided)

**File format:** AI, EPS (300dpi)

**Booking deadline:** March 8, 2023

**Submission deadline:** March 15, 2023

### 3.3.10 Poster on glass wall



Posting on glass wall outside exhibition hall at the east entrance of it. 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.

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

**Price:** CNY 28,000

**File format:** AI, EPS (300dpi)

**Booking deadline:** March 8, 2023

**Submission deadline:** March 15, 2023

### 3.3.11 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.

- 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 8, 2023

**Submission deadline:** March 15, 2023

### 3.3.12 Advertisement on shuttle bus stop



The shuttle bus picks up visitors at the bus stops out of registration halls. There are three bus stops at N1 and N5.

- 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 8, 2023

**Submission deadline:** March 15, 2023

## 3.4 Functional area sponsorship

### 3.4.1 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 8, 2023

**Submission deadline:** March 15, 2023

### 3.4.2 VIP lounge acrylic stand



The VIP audience rest area serves the highest quality audience and exhibitors, providing communication space, lunch, afternoon tea and other services. Acrylic double-sided standing cards will be placed on each negotiation table.

- **Exclusive**

**Price:** CNY 10,000 (Including production, excluding design)

**File format:** AI, EPS (300dpi)

**Booking deadline:** March 8, 2023

**Submission deadline:** March 15, 2023

### 3.4.3 Functional area poster



The on-site functional areas (forum area, audience rest area, VIP audience rest area, etc.) are crowded with people. The posters on the outer wall can help the audience to better and faster understand the location of your company's products or booth, and increase exposure.

- **Size (width x height):** 0.95m x 1.2m

**Price:** CNY 5,000 / 5 posters

**File format:** AI, EPS (300dpi)

**Booking deadline:** March 8, 2023

**Submission deadline:** March 15, 2023



## Order Form

Company name (Chinese & English)

Company name for promotion usage (Chinese & English)

Tel Fax Mobile (important)

Contact person: Mr. / Ms. Title Email (important)

### Digital marketing

#### Banner on Chinese exhibition website

- ☐ CNY 15,000 ☐ CNY 12,000  
☐ CNY 8,000 ☐ CNY 5,000  
☐ CNY 2,500 ☐ CNY 3,000

#### Exhibition newsletter

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

#### Short video

- ☐ CNY 12,000

#### Banner on pre-registration webpage

- ☐ CNY 18,000 ☐ CNY 12,000  
☐ CNY 5,000 ☐ CNY 15,000

#### WeChat press release

- ☐ CNY 8,000 ☐ CNY 5,000 (Jan-Apr)  
☐ CNY 5,000 (Jul-Dec) ☐ CNY 3,000

#### Advertisement on electronic badges

- ☐ CNY 20,000

#### Banner on WeChat press release

- ☐ CNY 10,000 ☐ CNY 8,000 (Jan-Apr)  
☐ CNY 8,000 (Jul-Dec) ☐ CNY 5,000

### Joint sponsorship

#### Tote bag sponsorship

- ☐ CNY 15,000 ☐ CNY 20,000

#### Dining coupon sponsorship

- ☐ CNY 5,000

### Offline advertising

#### Visitor guide advertisement

- ☐ Outside back cover gatefold / CNY 50,000  
☐ Inside back cover / CNY 35,000  
☐ Inside page 1/3 (4c) / CNY 6,000

- ☐ Outside back cover / CNY 37,000  
☐ Inside page 1/1 (4c) / CNY 18,000

- ☐ Inside front cover / CNY 35,000  
☐ Inside page 1/2 (4c) / CNY 10,000

#### Logo on floor plan

- ☐ CNY 3,000

#### Logo on exhibitor list

- ☐ CNY 3,000

#### Recommended exhibitor logo

- ☐ CNY 4,000

#### Advertisement on printed badge

- ☐ CNY 20,000 ☐ CNY 30,000

#### Visitor lanyard

- ☐ CNY 50,000

#### Outdoor billboard (at main entrance)

- ☐ CNY 40,000

#### Billboard in connecting corridor

- ☐ CNY 20,000

#### Indoor hanging banner

- ☐ CNY 35,000

#### Floor sticker

- ☐ CNY 6,000

#### Banner in the connecting corridor

- ☐ CNY 20,000 ☐ CNY 35,000

#### Movable sign post

- ☐ CNY 20,000 (pic.1) ☐ CNY 35,000 (pic.1)

#### Movable sign post

- ☐ CNY 35,000 (pic.2)

#### Four-sided column ad in registration hall

- ☐ CNY 15,000

#### Column advertising

- ☐ CNY 55,000

#### Outdoor sign post

- ☐ CNY 30,000

#### Poster on glass wall

- ☐ CNY 28,000

#### Ad on shuttle bus

- ☐ CNY 20,000 ☐ CNY 15,000

#### Ad on shuttle bus stop

- ☐ CNY 12,000 (Circular) ☐ CNY 15,000  
☐ CNY 12,000

#### Four-sided column advertisement in rest area

- ☐ CNY 20,000

#### VIP lounge acrylic stand

- ☐ CNY 10,000

#### Functional area poster

- ☐ CNY 5,000

### 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 months. 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.
- Organizer has the right of final interpretation of this application form and attachments.

Total CNY Remark

Date Company stamp & legally binding signature

\* 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 - 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 the sponsorship package (if any) 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 consultation and planning advice, 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

If the sponsorship package which has been confirmed by MM-SH and the Sponsor in writing is subsequently changed so much by MM-SH that the Sponsor can no longer be reasonably expected to accept, the Sponsor is entitled to withdraw from the Sponsor Contract within one week of receiving the written notification by MM-SH. Otherwise, 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 actual cost occurred in relation to the matters of sponsorship 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 (e.g. natural disasters such as earthquakes, droughts, tsunamis, typhoons, hurricanes and floods, or fires, war, riots, terrorism, acts of government, epidemics, hacker attacks, network failures, power outages, major disruptions due to technical adjustments by the telecommunications department, shutdowns due to government controls, virus attacks, etc.) or other circumstances beyond its control, to postpone or change any sponsorship service, the Sponsor shall not be entitled to withdraw or cancel the Contract, nor have any other claims against MM-SH, in particular claims for damages. If MM-SH cancels or no longer provides the sponsorship services as a result of force majeure or other circumstances beyond its control, or because it has become unreasonable for MM-SH to provide the sponsorship services, MM-SH is not liable for damages and disadvantages to the Sponsor arising from such no more provision of the sponsorship services as a result of the above situations.

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 and rules, 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. Special Terms on Live-streaming**

**8.1 Published Contents for Live-streaming**

When it submits the Application Form, the Sponsor shall also submit the information to MM-SH such as the theme, time, hosting speaker of the live-streaming and the Published Contents for the live-streaming. The Published Contents of the Sponsor shall be subject to the confirmation by MM-SH, and the time schedule of the Sponsor's live-streaming shall be arranged by MM-SH in light of the actual condition. MM-SH has right to review the Published Contents provided by the Sponsor. If it finds that any Published Content provided by the Sponsor does not comply with national laws and regulations, or policies and rules, 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 nonconformity, MM-SH is entitled to refuse to publish such contents without any liability. However, this provision shall not be deemed as a guarantee provided by MM-SH on the legitimacy of the Published Contents of the Sponsor. The Sponsor itself shall guarantee the authenticity and legitimacy of the Published Contents and bear all the liabilities arising therefrom.

**8.2 Code of Conduct for the Sponsor**

The Sponsor shall not conduct any of the followings:

- 1) To transfer the ordered sponsorship services to any third party without prior written consent of MM-SH.
- 2) To modify by any means the Published Contents and relevant elements (including but not limited to the theme, hosting speaker, pictures, links, etc. of the live-streaming), and to connect the link to any product that is irrelevant to the live-streaming.
- 3) To try to crack the source code of the live-streaming software by reverse engineering, decompile or other means.
- 4) To generate invalid traffic and/or fake traffic, impressions, clicks, etc. by any technical means or other improper means (including but not limited to underground industry, traffic purchase, forcing/inducing users to repeatedly click/visit, to repeatedly click/visit links/websites through technical scripts or cheating software).
- 5) To get traffic in the live-streaming platform, improper benefits by improper means, disturbing the order of the live-streaming platform.
- 6) To spread junk mails, harassing mails and e-mail advertisements, and make junk phone calls, harassing phone calls, all of which violate relevant national laws and regulations or are adverse to MM-SH.
- 7) To spread advertisements that are undesirable or without request, or spread texts, voice messages and videos that contain reactionary, pornographic and other harmful information through live-streaming service. To sell its own or a third party's products or services during the live-streaming.
- 8) To livestream following information or contents by using the source and services provided by the live-streaming service or to facilitate the livestreaming of such information by other people:
  - a) political propaganda and/or news and information that violate national regulations;
  - b) information involving national secrets and/or security;
  - c) feudal and superstition information and/or obscene, pornographic, indecent information or information on abetting crime;
  - d) lottery, gambling games, "private servers", "cheating plugs-in" and other illegal internet publication activities;
  - e) information that violates national ethnic and religious policies;
  - f) information that interferes with the security of the Internet operation;
  - g) information that infringes on the legitimate rights and interests of others and/or other information or contents that are harmful to the social order, social security and public morality;
  - h) other contents that violate laws and regulations, departmental rules or national policies.
- 9) To build or use relevant devices or configuration to run programmes or process that is irrelevant to the purchased services, resulting in taking up the server memory, CPU or the internet bandwidth source in the platform formed by large amount of the sources of the live-streaming platform (such as the internet bandwidth or the storage space), interrupting the smooth connection between the live-streaming and the Internet, or between the live-streaming and the specific network or server, and within the live-streaming, or causing the server to go down or crash where the website of the products and services in the live-streaming platform is or where other live-streaming users are, or causing the products/application in the live-streaming platform inaccessible by users, etc.
- 10) To make or try to make any alteration to the system configuration of the live-streaming platform or to break the system security.
- 11) To reversely decompile the source code of the live-streaming platform without permission, including but not limited to obtaining the video source address, stream-extract address without permission, or extracting stream by a video download address.
- 12) To conduct other activities that violate laws, regulations, these terms and conditions or infringe on a third party's lawful rights, and influence (or may influence) the reputation of MM-SH and its affiliates or any third party.

If the Sponsor violates the above provisions, MM-SH or the live-streaming platform has the right to take corresponding measures according to the situation, including but not limited to terminating/suspending this service immediately, maintaining relevant records, reporting to relevant competent authority or deleting relevant information.

**8.3 Regulations on the Live-streaming Contents**

- 1) The Sponsor shall warrant that, its Published Contents shall comply with laws, regulations and other regulatory documents, these terms and conditions, and shall not infringe on the intellectual property rights and other lawful rights and interests of MM-SH and/or any third party. The Published Contents shall be present in healthy forms and shall be objective and real.
- 2) All the contents published or spread by the Sponsor through the live-streaming service shall not violate relevant laws and regulations such as the Advertising Law, and shall not contain any content that is prohibited from publishing by the live-streaming platform or MM-SH.
- 3) The sponsor shall warrant that the live-streaming contents published or spread (including the live-streaming theme, guiding image, video trailer, etc.):
  - a) shall not contain untrue, false or exaggerated promotion, or mislead audience by any means;
  - b) shall not contain negative information about any other third party and/or its commodities, or derogate such third party and/or its commodities, maliciously or by comparison;
  - c) shall not use any improper marketing means (including but not limited to marketing by using trending topics and contents, marketing by using fake and fictional experience, or using false promises (e.g. promising users a free gift with purchase when there is no free gift), etc.);
  - d) shall not, during the live-streaming and without approval, allow access to any link or any QR code of a third party's platform, or present information such as QR codes and contact information of any individual (including We-media influencers themselves) or seller, and/or other pictures or texts with advertising and sales intention.

**8.4 Liability Assumption**

- 1) The Sponsor is aware and acknowledges that, given the special nature of computers and the Internet, the followings will not be considered as a breach of contract by MM-SH:
  - a) Short interruptions in service when the live-streaming platform or live-streaming service is undergoing server configuration and maintenance;
  - b) Reduced uplink or downlink speed to the Sponsor's website due to problems such as blocked access or weakened signals on the Internet;

- c) Interruption of live-streaming service or failure to meet the requirements of the Sponsor due to force majeure, computer virus or hacker attack, adjustment of relevant competent national authorities and operators, system instability, location of the Sponsor, shut-down by the Sponsor and any other problems of technologies, the Internet and telecommunication lines, etc.;
- d) Defects in the live-streaming service due to unavoidable defects in the state of the art of the industry (e.g. MM-SH is unable to guarantee that the Sponsor's data storage is absolutely secure);
- e) MM-SH is unable to guarantee that the data and materials stored by the Sponsor under this Agreement will not lose, and will not bear any liability for the Sponsor's data storage or results of data backup. The Sponsor is obligated and has responsibility to the secondary storage and backup of its own data and materials.

- 2) The Sponsor shall be aware and acknowledge that its use of the live-streaming sponsorship service may be exposed to risks from any third party, including threatening, libel or illegal contents or activities, or anonymous or impostor information infringing upon other people's lawful rights and interests, and the Sponsor shall bear all the risks above by itself. MM-SH will not provide any type of guarantee, whether express or implied, for the provided live-streaming sponsorship services, including any implied guarantee and conditions on the truthfulness, applicability, ownership and non-infringement of all relevant information, and will not bear any liability for any direct, indirect, incidental, special and subsequent damages caused by the improper or illegal use of the live-streaming sponsorship service by the Sponsor arising therefrom.
- 3) The Sponsor shall bear all the following liabilities and compensation on its own and fully compensate MM-SH if MM-SH suffers any damages because of the followings:
  - a) Any claim or request by any third party arising out of any infringement of any rights or interests of others by data stored or live content initiated by the Sponsor through the live streaming;
  - b) Claims or requests by any third party due to the Sponsor's breach of these terms and conditions;
  - c) Any legal liability resulting from any breach of these terms and conditions by the Sponsor;
  - d) Any dispute between the Sponsor and any audience over the products or services promoted during the live-streaming;
  - e) Any legal liability caused by the data and materials stored during the live-streaming service by the Sponsor.

**9. 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.

**10. Verbal Agreement**

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

**11. 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.

**12. 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.

**13. Data Protection**

The Sponsor hereby acknowledges and consents that the person-related data of the Sponsor can be processed and used for fulfilling the business purposes of MM-SH as well as being forwarded to third parties in order to fully perform all the above terms relevant to the Sponsorship Contract; the Sponsor further consents that its personal data can be used by third parties for marketing purposes of related trade fairs by affiliated companies of MM-SH, provided that such use of personal data will be in compliance with data protection legislation. The Sponsor confirms and acknowledges that all the Personal Data provided by the Sponsor to MM-SH is legally collected, and the consent of relevant individuals has been obtained for the use of the Personal Data under this Terms of Participation.

**14. 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.