

Shanghai International Automotive Manufacturing Technology & Material Show

AMTS 2018 Integrated Marketing Solutions



▶ 2018.7.4-7
Hall W1, W2, W3, E1, E2, E3, E4, E5, E6, E7,
Shanghai New International Expo Center

SINCE
2004

Integrated Marketing Solutions and Services
Make Your Business Happen



Integrated Marketing Solution Make Your Business Happen

- >> Maximize your brand exposure before, during and after the tradeshow;
- >> Multi-media channels to promote your brand and generate qualified leads before the tradeshow;
- >> Interact with your potential customers through the interactive promotion tools before the tradeshow;
- >> Using Forever's accurate and qualified database, your ads will reach the precise targets;
- >> According to your demands, Forever supplies flexible promotion packages. You could select the most appropriate promotion package to improve your ROI.

Free Marketing Opportunities for All Exhibitors



Free News Release
News Release via the AMTS Official Website



VIP Invitation Service
Nominate your VIP to visit your booth.
All VIPs could enjoy special service



Digital Visitor Invitations
Send the email invitation via the exhibitor system



Exhibitor Systems - Help you exhibit more smoothly
Online Show - Promote your brand and products via AMTS official website
e-Sticker (for website, emails, print, social media and etc.)



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**Integrated
Marketing
Solutions**

6+10+N Business Platform



Digital Marketing Media

Digital Marketing Media

AMTS official website (www.shanghaiAMTS.com) not only provides the latest tradeshow news, but also includes Online Showroom, Exhibitor Center, Visitor Center, Planning Your Visit services and etc. Meanwhile, Exhibitors and visitors could interact via the website.

Banner Ads on Homepage

Maximize your brand online presence.

Homepage Ads	Specifications (Px)	Rates (RMB)	Quantity	File Format
A: Leaderboard Banner	1900x500	9,800/Month	Up to 5 rotation	JPG 600k
B: Brand Exhibitors Logo	210x70	5,000/Month	10 positions	JPG 40k



Ads on Online Showroom

Expose your products and boost your business before, during and after the tradeshow.

Online Showroom Ads	Product Quantity	Rates (RMB)	Quantity
Product Recommend Banner	Only 1 position	3,000/Month	10 positions (exhibitor provides products name, picture and brief description)



E-newsletter Ads Opportunities

>> Each E-newsletter will highlight new technologies and products that will be displayed during the tradeshow.

>> The ads in official E-newsletters make sure you could promote your brand and products to the decision makers in the industry.

Ad Position	Quantity	File Format	Rates (RMB)
A: Text Ad	3 positions	Title- Maximum 20 Chinese characters Content- Maximum 70 Chinese characters	2,000/issue
B: Button Banner	10 positions	120x60 px JPG 40k	2,000/issue
C: Leaderboard Banner	only 1 position	650x100 px JPG 50k	5,000/issue



Digital Marketing Media

▶ Customized EDM Service

Present your company's capabilities, developments and keep your targets informed of your latest information with a customized EDM.

Number	File Format	Rates (RMB)
5000 names	html	2,500/5,000 Message



▶ Ads on Pre-registration Confirmation Letter



Sponsoring ads in the pre-registration confirmation letter, your ads could reach every pre-registered visitor. Attract visitors reach your booth directly.

Pre-registration Confirmation Letter	Specifications (Px)	Rates (RMB)	Quantity	File Format
Ads Leaderboard Banner	690x130	10,000	only 2 positions	JPG 50k



▶ Advertising on Official Wechat Platform

Sponsor ads in AMTS Official Wechat. Reach 20,000+ followers in the industry.

Official Wechat Advertising	Rates (RMB)	Quantity	File Format
A: Headline Message	3,000/Message	only 1 position, per issue	Maximum 600 Chinese characters, 3-5 pictures
B: Other Message	1,000/Message	4 positions, per issue	



▶ Eqxiu Visitor Invitation Sponsorships

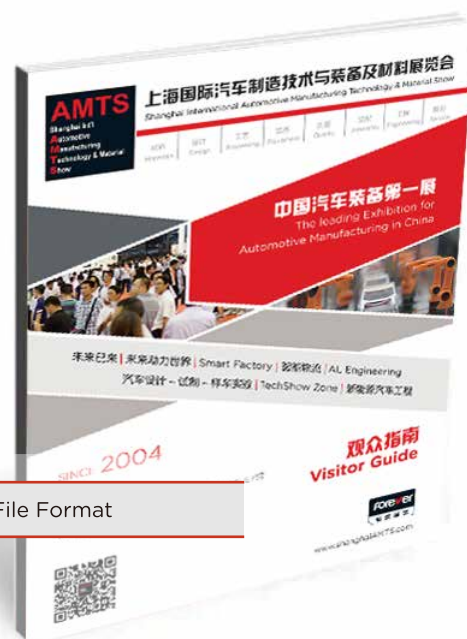
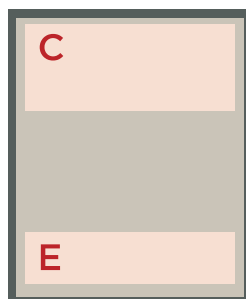
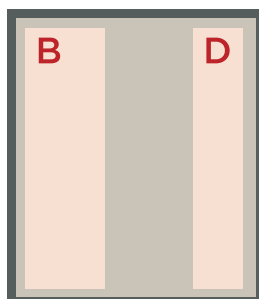
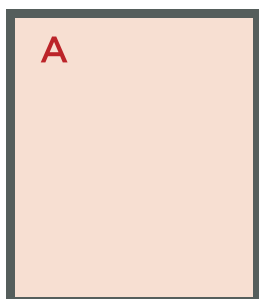
A personalized Eqxiu visitor invitation, you could invite visitors via Wechat platform directly. Attract more visitors to reach your booth.

Eqxiu Visitor Invitation	File Format	Rates (RMB)
Customized Eqxiu Visitor Invitation	maximum 10 pages, use Eqxiu template	3,000/Message



Print Marketing Solutions & Special Promotion Packages

Ads on AMTS On-site Visitor Guide



Ad Position	Specifications (mm)	Rates (RMB)	Quantity	File Format
Back Cover A	(W)140*(H)210	18,500	only 1 position	JPG/PDF/EPS, Trim Size
Inside Front Cover A	(W)140*(H)210	15,000	only 1 position	
Inside Back Cover A	(W)140*(H)210	13,500	only 1 position	
Inside 4C Page A	(W)140*(H)210	10,500		
Inside 1/3 Page V B	(W)45*(H)180	5,000		
Inside 1/3 Page H C	(W)130*(H)65	5,000		
Inside 1/4 Page V D	(W)30*(H)180	4,000		
Inside 1/4 Page H E	(W)130*(H)50	4,000		
Logo on the Floor Plan and Exhibitor List		3,000		AI/EPS
Visitor Tour Map Ad - Logo		3,000		AI/EPS
Visitor Tour Map Ad - Product Introduction		5,800		Maximum 200 Chinese characters, 1-3 pictures








Special Promotion Packages

- >> Sponsorship packages to fit any budget
- >> Improve your ROI










Promotion Package	Benefits
A. RMB 3,900 (Original Price: RMB 6,000)	<ul style="list-style-type: none"> - Product recommendation on official website online showroom page (one month for one product) - Press release via WeChat Platform (1 issue) - Display banner in E-newsletter (1 issue)
B. RMB 5,200 (Original Price: RMB 8,000)	<ul style="list-style-type: none"> - Logo on official website homepage (one month) - Press release via WeChat Platform (1 issue) - Display banner in E-newsletter (1 issue)
C. RMB 9,900 (Original Price: RMB 15,800)	<ul style="list-style-type: none"> - Leaderboard banner on official website homepage (one month) - Press release via WeChat Platform (1 issue) - Leaderboard banner in E-newsletter (1 issue)

On-site Advertising Opportunities

One of the most efficient promotion tools on-site, boost your brand and product exposure and attract more visitors to reach your booth.

Ad Position	Specifications	Rates (RMB)	Explication	File Format
 A1 - Visitor Badge (S)	Small Size: 100*35mm	25,000/double sided 15,000/single sided	Minimum order: 10,000 sets 2 exhibitors at most	JPG/PDF/AI/EPS
 A2 - Visitor Badge (L) Back Ad	Large Size: 100*95mm	35,000	Minimum order: 10,000 sets Only 1 exhibitor	JPG/PDF/AI/EPS
 A3 - Visitor Lanyard		35,000	Minimum order: 10,000 sets Only 1 exhibitor	JPG/PDF/AI/EPS
 B - Outdoor Advertising Board	8*5m	25,000/piece	Limited pieces, first order first served	JPG/PDF/AI/EPS
 C - Hanging Banner Ads	4*3m	30,000/single sided	At booth location	JPG/PDF/AI/EPS
 D - Joint Hanging Banner Ads	1*0.9m	25,000/double sided	double sided	JPG/PDF/AI/EPS
 E - Hanging Banner Ads at Corridor	3.75*0.7m	15,000/single sided	5 exhibitors at most single sided	JPG/PDF/AI/EPS

On-site Advertising Opportunities

	Ad Position	Specifications	Rates (RMB)	Explication	File Format
	F - Board Ads at Corridor	3*6m	25,000/piece	Limited pieces, first order first served	JPG/PDF/AI/EPS
	G - LED Ads (in Registration Hall)		Text ads: 2,000/day Video ads: 30,000/4 days	10 exhibitors at most, rotation 3 exhibitors at most, rotation	
	H - Visitor Lobby Sponsorship		30,000	Present your company logo and display your materials	JPG/PDF/AI/EPS
	I - Bag Sponsorship		50,000/5,000 bags	For more information, please contact us	JPG/PDF/AI/EPS
	J - Floor Sticker		3,000/piece	Diameter 1m	JPG/PDF/AI/EPS
	K1 - Shuttle Bus Roof Ads	2.4*0.7m	15,000/4 days	Double sided, 3 exhibitors at most	JPG/PDF/AI/EPS
	K2 - Shuttle Bus Back Ads	1.3*0.9m	8,000/4 days	Single sided, 3 exhibitors at most	JPG/PDF/AI/EPS
	L - Shuttle Bus Point Ads	1*0.5m	10,000/4 days	3 exhibitors at most	JPG/PDF/AI/EPS
	M - Visitor Form Filling Counter Logo	0.6*0.5m	30,000/piece	2 exhibitors at most	JPG/PDF/AI/EPS

Conference Sponsorship Opportunities & Booth Construction Service

Conference Sponsorship Packages

Since 2012, Forever Exhibition has organized a series of conferences on areas like passenger vehicles, commercial vehicles, new energy vehicles, consumer electronics, aerospace, home appliances, medical treatment, elevators, daily chemicals, ship making, glass, ceramics, casting, and metallurgy. These conferences offer a great platform for leading enterprises and experts to talk about the latest trends and promote the application of products, technologies and ideas that make the manufacturing processes more systematic, efficient, smart and low-cost. In a word, Forever Exhibition provides opportunities of technological exchange and commercial businesses for system integrators, first- and second-tier suppliers and end users.

Multiple Promotion and Business Opportunities Meet Your Particular Marketing Objectives

▶ Maximize your brand exposure before, during and after the conference

● Logo exposure on:



A. Website



B. Catalogue Cover



C. Background Board

● On-site Video Sponsorship (Rotation)



● KT Board Display



● Ads on Catalogue



● EDM Service



● Press Release after the Event



▶ Cocktail Party and Banquet Sponsorship

An efficient way of meeting the engineers and decision-makers of well-known car manufacturers and Tier 1 & Tier 2 suppliers



▶ Speech and Panel Discussion Sponsorship

The chance of sharing the latest technologies and viewpoint with system integrators, Tier 1 & Tier 2 suppliers and car manufacturers



More information for 2017 conference programs and sponsor opportunities, please contact your sales representative.

Booth Construction Service

Forever has 15 years experience with tradeshow service. Forever could provide a total marketing solution for tradeshow, including previous preparation, marketing promotion solutions, visitors organization and etc.

>> A professional team has rich experience in booth construction service

- Provides simple, environment friendly and professional design solution for robot workstation;
- Multiple design solution: simple, industry, modern, technology, extrudate style and etc.;
- One-step solutions save your time and cost.



More details for customized design proposal, please contact us.

Video Marketing Service

Video Marketing Service - What is video marketing?

Video marketing is simply a technique for utilizing videos to market your new products, new services, and new technologies. It is considered to be one of the most influential tools for promoting sales and advertising. If created with quality content and made to be engaging to online viewers, a short and simple video could end up receiving thousands of online hits. This can vastly increase the business's product awareness or brand recognition, a concept that can be directly translated into revenue.

>> A professional team provides a total solution for your video marketing

- On-site Interview (shooting at your booth, the edited video will be finished within one day)
- Products Video (shoot before the tradeshow)
- Enterprise Video (shoot before the tradeshow)
- Leadership Interview (shoot before the tradeshow)
- Video and Multimedia Solutions
- VR Solutions

>> Value-added service for video marketing customers

- The edited video will press release via WeChat platform (1 issue);
- The edited video will press release on official website;
- The edited video will press release on related industry E-newsletter (1 issue);
- A copy of the video is also given to you with no restrictions of its use.



Press release via WeChat Platform



Press release on official website



Press release on related industry E-newsletter

More information for video marketing service, please contact us.

AMTS 2018 Marketing Service Booking Form

Please complete, sign, and stamp the booking form and submit it to Shanghai Forever Exhibition Co., Ltd.
TEL: 86-21-64681300/64681550
Email: info@for-expo.com

Digital Marketing Solutions

/// Banner Ads on Homepage

- Leaderboard Banner: 1900x500 Px, Up to 5 rotation
- Brand Exhibitors Logo: 210x70 Px, 10 positions

RMB 9,800/Month

RMB 5,000/Month

/// Ads on Online Showroom

- Product Recommend Banner: 10 positions

RMB 3,000/Month

/// E-newsletter Ads Opportunities

- Text Ad: 3 positions, Title- Maximum 20 Chinese characters, Content- Maximum 70 Chinese characters
- Button Banner: 120x60 Px, 10 positions
- Leaderboard Banner: 650x100 Px, only 1 position

RMB 2,000/issue

RMB 2,000/issue

RMB 5,000/issue

/// Customized EDM Service

- Minimum order: 5,000 names, provide summary report, 2,500/5000 names

RMB 2,500/5,000message

/// Ads on Pre-registration Confirmation Letter

- Leaderboard Banner: 690x130 Px, only 2 positions

RMB 10,000

/// Official Wechat Advertising

- Headline Message: Maximum 600 Chinese characters, 3-5 pictures, only 1 position, per issue
- Other Message: Maximum 600 Chinese characters, 3-5 pictures, 4 positions, per issue

RMB 3,000/message

RMB 1,000/message

/// Eqxiu Visitor Invitation

- Customized Eqxiu Visitor Invitation: maximum 10 pages, use Eqxiu template

RMB 3,000/piece

Print Marketing Solutions - Ads on AMTS On-site Visitor Guide

- Back Cover: (W)140*(H)210 mm, only 1 position RMB 18,500
- Inside Front Cover: (W)140*(H)210 mm, only 1 position RMB 15,000
- Inside Back Cover: (W)140*(H)210 mm, only 1 position RMB 13,500
- Inside 4C Page: (W)140*(H)210 mm RMB 10,500
- Logo on the Floor Plan and Exhibitor List RMB 3,000
- Logo on the Visitor Tour Map Ad RMB 3,000

- 1/3 V: (W)45*(H)180 mm RMB 5,000
- 1/3 H: (W)130*(H)65 mm RMB 5,000
- 1/4 V: (W)30*(H)180 mm RMB 4,000
- 1/4 H: (W)130*(H)50 mm RMB 4,000
- Visitor Tour Map Ad - Product Introduction RMB 5,800

Special Promotion Packages

- Package A: RMB 3,900
- Package B: RMB 5,200
- Package C: RMB 9,900

On-site Advertising Opportunities

- A1- Visitor Badge (S): 2 exhibitors at most, Minimum order: 10,000 sets
- A2- Visitor Badge (L) - Back Ad: only 1 exhibitor, Minimum order: 10,000 sets
- A3- Visitor Lanyard: only 1 exhibitor, Minimum order: 10,000 sets
- B- Outdoor Advertising Board: 8*5m, Limited pieces, first order first served
- C- Hanging Banner Ads: 4*3m, at booth location
- D- Joint Hanging Banner Ads: 1*0.9m, double sided
- E- Hanging Banner Ads at Corridor: 3.75*0.7m, 5 exhibitors at most
- F- Board Ads at Corridor: 3*6m, Limited pieces, first order first served
- G1- LED Ads - Text ads: 10 exhibitors at most, rotation
- G2- LED Ads - Video ads: 3 exhibitors at most, rotation
- H- Visitor Lobby Sponsorship: Present your company logo and display your material
- I- Bag Sponsorship: For more information, please contact us
- J- Floor Sticker: Diameter 1m
- K1- Shuttle Bus Roof Ads: 2.4*0.7m, Double sided, 3 exhibitors at most
- K2- Shuttle Bus Back Ads: 1.3*0.9m, Single sided, 3 exhibitors at most
- L- Shuttle Bus Point Ads: 1*0.5m, 3 exhibitors at most
- M- Visitor Form Filling Counter Logo: 0.6*0.5m, 2 exhibitors at most

- RMB 25,000/double sided
- RMB 15,000/single sided
- RMB 35,000
- RMB 35,000
- RMB 25,000/piece
- RMB 30,000/single sided
- RMB 25,000/double sided
- RMB 15,000/single sided
- RMB 25,000/piece
- RMB 2,000/day
- RMB 30,000/4 days
- RMB 30,000
- RMB 50,000/5,000 bags
- RMB 3,000/piece
- RMB 15,000/4 days
- RMB 8,000/4 days
- RMB 10,000/4 days
- RMB 30,000/piece

Conference Sponsorship Opportunities

More information for conference sponsorship opportunities, please contact us.

Exhibitor

Company Name: _____

Booth Number: _____

Chief: _____

Tel/Phone: _____/_____

Email: _____

Address: _____

Date: ____/____/____

Signature: _____

Booth Construction Service

More information for booth construction service, please contact us.

Organizer's Confirmation (Filled by Organizer)

Marketing Service Information: _____

Marketing Service Fee: _____

Prepaid Fee: _____ Date: _____

Note: _____

Chief: _____ Email: _____

TEL/Phone: _____/_____

Date: ____/____/____

Signature: _____

Video Marketing Service

More information for video marketing service, please contact us.

Forms of Payment (Transfer Accounts, Telegraphic Transfer)

Payments Accounts :

Paid in RMB:

Account Name: 光耀展览(上海)有限公司

Bank Account: 宁波银行上海徐汇支行

Bank Code: 313290010029

Account No.: 70030122000364881

Cross-Border RMB Settlement:

Account Name: Shanghai Forever Exhibition Co., Ltd.

Bank Code: 307290002047

Swift Code: SZDBCNBS

Account No.: 11000604439001

Paid in USD:

Account Name:

FOREVER INTERNATIONAL MEDIA GROUP LIMITED

Bank Code: 313290011015

Swift Code: BINHCN2NSHA

Account No.: 1100168549000001

Paid in EUR:

Account Name:

FOREVER INTERNATIONALMEDIA GROUP LIMITED

Bank Code: 313290011015

Swift Code: BINHCN2NSHA

Account No.: 1100168549000002

Issue the Invoices

一、 Value Added Tax Invoice *

Company Name:

Receiver:

Tel:

Address:

二、 Special Value Added Tax Invoice *

Company Name:

Taxpayer ID:

Address:

Tel:

Bank :

Account No.

Receiver Name:

Receiver Tel:

Address:

If you have any questions, please contact

Mrs Fang Liu, Financial Department

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