

**SECTION III.D OPTIONAL FORMS**

**FORM18 ADVERTISING AND SPONSORING OPPORTUNITIES**

**DEADLINE: 02 JUNE 2019**

**Stand out from your competition and turn attendees into YOUR customers**

***The opportunities are reserved on a first-come, first-served basis***

<b>Please return form to:</b> <b>Messe Muenchen Shanghai Co., Ltd</b> 11 <sup>th</sup> floor, 1088 Yuanshen Road, Pudong New Area, Shanghai 200122 / P.R. China Tel.: +86 (0)21 2020 5500 Fax: +86 (0)21 2020 5688/99 eMail: alyssa.lu@mm-sh.com Contact Person: Ms. Alyssa Lu / ext. 862	Company: Address: Tel: _____ Fax: _____ Email: Person in charge: Signature: _____ Date: _____ Hall / Booth No.:
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**The ISPO Shanghai 2018 exhibitors have the opportunities to rent the ad space at the SNIEC fairground.**

	Outdoor Billboard	Unit Price RMB	Quantity	Total RMB
		(incl. release + production, per show period)		
<input type="checkbox"/>	8m(W) x 5m ( H )	RMB 20,000		
<input type="checkbox"/>	16m(W) x 5m(H)	RMB 40,000		
◇	Located at the outdoor main entrance of the hall of ISPO Shanghai.			
◇	Exhibitor offers the design, and ISPO will arrange production and set-up.			
	<b>Deadline of design submission</b>	<b>09.06.2019</b>		



	LED Screen AD at the Main Entrance	Unit Price RMB	Quantity	Total RMB
		(incl. release + production, per show period)		
<input type="checkbox"/>	Less than 3mins per video 10 Times/Day 30 Times/ 3Days	RMB 20,000		
<input type="checkbox"/>	Less than 6mins per video 10 Times/Day 30 Times/ 3Days	RMB 40,000		
◇	AD video rolling playing at the entrance.			
◇	LED screen (width x height): 4m x 3m			
◇	Video produced and provided by the client.			
	<b>Deadline of trailer</b>	<b>23.06.2019</b>		



	Banner in Connecting Corridor	Unit Price RMB	Quantity	Total RMB
		(incl. release + production, per show period)		
<input type="checkbox"/>	1 Slide	RMB 8,000		
<input type="checkbox"/>	3 Slides	RMB 16,000		
<input type="checkbox"/>	5 Slides(full corridor)	RMB 24,000		
◇	Contains promotion of brand logo, booth number and advertisement for visitors.			
◇	Exhibitor offers the design, and ISPO will arrange production and set-up.			
◇	AD size: 4(W)m X 7(H)m 2 sides.			
◇	Exhibitor offers the design, and ISPO will arrange production and set-up.			
	<b>Deadline of design submission</b>	<b>09.06.2019</b>		



**Note**

- **Only a limited number of the above advertising offers are available.** The bookings for advertising and sponsoring opportunities will be assigned by first-come-first-served basis. In case of any dispute, organizer reserves the right to make the final decision.
- **For advertising opportunities, please submit us your layout ready for print with a high resolution digital file (jpg-, tif- or AI-format, please convert text to curves for AI file; Resolution: 36dpi-72dpi on the scale of 1:1; 5cm margin each edge) on CD-ROM by courier or via FTP-Server.**
- Production cost incurred as a result of advertising material being supplied in an incorrect format will be charged to the exhibitor.
- After the deadline of design submission, late orders may not be accommodated. If accepted and available, a surcharge of 50% **after 02 June 2019** and for on-site orders must be levied.
- For changes of confirmed and invoiced orders, a surcharge of 50% must be levied.
- Cancelled orders are not refundable.
- **All orders will only be processed upon receipt of full payment two weeks before the show.**
- **The exhibitors should take over the bank charges when transferring the payment.**

SECTION III.D OPTIONAL FORMS

ADVERTISING AND SPONSORING OPPORTUNITIES (CONT'D)

DEADLINE: 02 JUNE 2019

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	Address:	
	Tel:	Fax:
	Email:	
	Person in charge:	
	Signature:	Date:
Hall / Booth No.:		

The ISPO Shanghai 2018 exhibitors have the opportunities to rent the ad space at the SNIEC fairground.

Indoor Billboard in Connecting Corridor	Unit Price RMB	Quantity	Total RMB
(incl. release + production, per show period)			
<input type="checkbox"/> 8m(W) x 3m(H)	RMB 25,000		
✦ Banner located at main entrance connecting the main hall. ✦ Only 4 billboards on offer!! High visibility. ✦ Exhibitor offers the design, and ISPO will arrange production and set-up.			
<b>Deadline of design submission</b>			<b>09.06.2019</b>



Indoor Hanging Banner	Unit Price RMB	Quantity	Total RMB
(incl. release + production, per show period)			
<input type="checkbox"/> 4m x 2.5m	RMB 25,000		
<input type="checkbox"/> 2m x 2.5m	RMB 15,000		
✦ The banners are hung above the aisle. ✦ The eye-catching, two-side banners make visitors find your booth easily. ✦ The hanging point should be confirmed by ISPO's permission. ✦ Exhibitor offers the design, and ISPO will arrange production and set-up			
<b>Deadline of design submission</b>			<b>09.06.2019</b>



Footprint AD	Unit Price RMB	Quantity	Total RMB
(incl. release + production, per show period)			
<input type="checkbox"/> Entrance 2m x 2m	RMB 10,000		
<input type="checkbox"/> Aisles 1.5m x 1.5m	RMB 5,000		
✦ 3 location available: Hall entrance, Main traffic alleyway, In front of the booth (final location confirmed by ISPO). ✦ Using digital printing. ✦ Exhibitor offers the design, and ISPO will arrange production and set-up.			
<b>Deadline of design submission</b>			<b>09.06.2019</b>



Water Tank AD & Hanging Banner	Unit Price RMB	Quantity	Total RMB
(incl. release + production, per show period)			
<input type="checkbox"/> Water Tank AD 62m(W) x 1m(H)	RMB 15,000		
<input type="checkbox"/> Hanging Banner 10m(W) x 2m(H)			
✦ The most high visibly Ads in hall. ✦ Using digital printing. ✦ Exhibitor offers the design, and ISPO will arrange production and set-up.			
<b>Deadline of design submission</b>			<b>2019.6.9</b>



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### Requirements for the contents of advertisements :

1. Advertisements shall not contain false, deceptive or misleading contents;
2. The following contents shall not be involved in the advertisements:
  - National flag, national emblem or national anthem of the people's Republic of China;
  - State organs and functionaries of state organs;
  - Wording such as 'at the national level', 'five-star', "optimal' and so on;
  - Contents interfering with the social stability and/or damaging the public interest;
  - Contents violating good social custom;
  - Contents relating to ethnic, religious or sexualgender discrimination;
3. Traditional Chinese shall not be used

### Documents for outdoor advertising

According to the terms and conditions of outdoor advertising in <Regulation of Outdoor Advertising Registration and Management> and <Shanghai Outdoor Advertising Facilities Management Regulation>, the exhibitors are required to provide the following documents before the specified deadline for approval and issuing of outdoor advertisements:

1. The business license or other documents which have the same legal valid and prove the exhibitor's legality (For the photocopied document, it should be signed and stamped by the provider and remark with 'checked'. So do the followings);
2. Documents to show the legality of brands, trademarks or portraits involved in advertising;
3. Related documents to prove the truth and legality of the contents of advertisements (please provide complete documents to prove the truth and legality of patent or technology if it is involved);
4. The dates shown on the advertisements should accord with the show license;
5. Read-only disc of design (attached color draft with signature and stamp, video with stamp on the sheet of contents of advertising);
6. Advertising layout with signature and stamp