

Shanghai International Automotive Manufacturing Technology & Material Show

**Creative
Marketing
Opportunities**

**Integrated Marketing
Solutions**

Integrated Marketing Solutions and Services
Make Your Business Happen



SINCE
2004

Marketing Brochure

2021.07.07-10

**Shanghai New International Expo Center
Hall W1,W2,W3,W4,W5,E1,E2,E3,E4**



www.shanghaiAMTS.com

Integrated Marketing Solution Make Your Business Happen

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 Showroom - 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

WHY CMO ?

- **Continuity** – Maximize your brand exposure before, during and after the tradeshow;
- **Multi-media Channels** – Multi-media channels to promote your brand and generate qualified leads before the tradeshow;
- **Interactive Marketing** – Interact with your potential customers through the interactive promotion tools before the tradeshow;
- **Accurate** – Using AMTS' accurate and qualified database, your ads will reach the precise targets;
- **Flexible** – According to your demands, you could select the most appropriate CMO package to improve your ROI.

Digital Marketing Media

The official AMTS website (www.shanghaiAMTS.com), with an average monthly visits of 49,708) not only provides first-hand information, but also other functions for the exhibitors and visitors, such as Online Showroom, Exhibitor Center, Visitor Center, and Planning Your Visit Services. At the same time, visitors and exhibitors can also make online communication through the website.

Banner Ads on Homepage

Homepage Ads	Specifications (Px)	Rates (RMB)	Quantity	File Format
A-1: Leaderboard Banner	1900x500	Golden Period 6,800/3 Months (April, May, June)	Up to 5 rotation	JPG 600k
A-2: Leaderboard Banner	1900x500	Other Month 4,500/3 Months	Up to 5 rotation	JPG 600k
B-1: Brand Exhibitors Logo	210x70	Golden Period 5,000/3 Months (April, May, June)	10 positions	JPG 40k
B-2: Brand Exhibitors Logo	210x70	Other Month 3,000/3 Months	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	3,000/3 Months	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



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 Names



Advertising on Official Wechat Platform

Sponsor ads in AMTS Official Wechat. Reach 30,000+ followers in the industry.

Official Wechat Advertising	Rates (RMB)	Quantity	File Format
A: Headline Message	3,000/Position	only 1 position, per issue	Maximum 600 Chinese characters, 3-5 pictures
B: Other Message	1,000/Position	4 positions, per issue	
C: Headline Bottom Advertising	5,000/Week	One month before the exhibition	1 picture



Eqxiu Visitor Invitation

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/Piece



► Tour Ads on Visitor Tour APP



Visitors can find your booth more conveniently through the Visitor Tour APP, and check in at your booth by scanning your QR code at the booth. Such procedures will increase your exposure.

Visiting Mini Program	Rates (RMB)
Highlight logo in the visitor tour APP	5,000/Message



► Trade leads in your hands



Use Reed Connect APP for fast information exchange, sales contact search and evaluation of exhibition results.

Scan with Reed Connect APP	Describe	Rates (RMB)
200 sales leads scans + 1 showroom	200 Sales Leads Scans Exhibitor List Logo Display Company Introduction (No more than 50 words) Product Introduction (No more than 100 words) Pictures Display (No more than 10 pictures) Video	3,000/200 times
500 sales leads scans + 1 showroom	500 Sales Leads Scans Exhibitor List Logo Display Company Introduction (No more than 50 words) Product Introduction (No more than 100 words) Pictures Display (No more than 10 pictures) Video	6,000/500 times



Scan to acquire customers

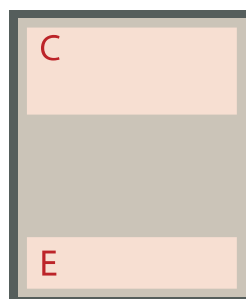
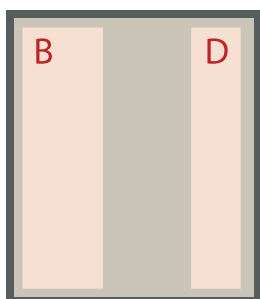
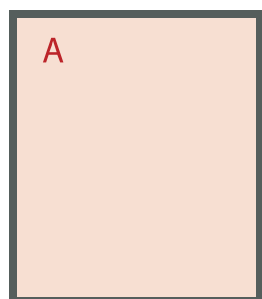


Scan to retrieve contact information

Print Marketing Solutions

Ads on AMTS On-site Visitor Guide

The official Visitor Guide will be distributed to every visitor. It offers a variety of advertising forms to showcase your product features and advantages in order to attract visitors to your booth. The visitor number in 2019 was 78,736.



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 Maximum 200 Chinese characters, 1-3 pictures
Visitor Tour Map Ad - Product Introduction		5,800		

Visitor Invitational Letter - Customized version





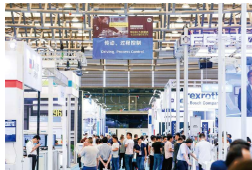



Customize your invitation and distribute to the visitors you pick to attract more visitors to your booth.

Ad Position	Specifications (mm)	Rates (RMB)
Customized version	(W)140*(H)100	800/200 copies 1,750/500 copies












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
	A - Highlight logo in the floor plan and exhibitor list on the backdrop in the visitor entrance hall		10,000/piece	Limited pieces, first order first served	JPG/PDF/AI/EPS
	B1 - Outdoor Advertising Board (South Plaza)	8*5m	25,000/piece	10 exhibitors at most	JPG/PDF/AI/EPS
	B2 - Outdoor Advertising Board (North Plaza)	8*5m	25,000/piece	4 exhibitors at most	JPG/PDF/AI/EPS
	B3 - Outdoor Advertising Board (Inner Square)	8*5m	25,000/piece	3 exhibitors at most	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	4*1m	25,000/double sided double sided		JPG/PDF/AI/EPS
	E1 - Hanging Banner Ads at Corridor (Hall South - E) E2 - Hanging Banner Ads at Corridor (Hall North - W)	3.75*0.7m 5*0.7m	15,000/3 pieces	16 exhibitors at most double sided	JPG/PDF/AI/EPS
	F - Board Ads at Corridor	6*3m	25,000/piece	Limited pieces, first order first served	JPG/PDF/AI/EPS

On-site Advertising Opportunities

Ad Position	Specifications	Rates (RMB)	Explication	File Format
 <p>G - LED Ads (in Registration Hall)</p>		<p>Text ads: 2,000/day</p> <p>Video ads: 30,000/4 days</p>	<p>10 exhibitors at most rotation</p> <p>5 exhibitors at most rotation</p>	
 <p>H - Visitor Lobby Sponsorship</p>		30,000	Present your company logo and display your materials	JPG/PDF/AI/EPS
 <p>I - Bag Sponsorship</p>		50,000/5,000 bags	For more information, please contact us	JPG/PDF/AI/EPS
 <p>J - Floor Sticker</p>		5,000/3 pieces	Diameter 1.2m	JPG/PDF/AI/EPS
 <p>K1 - Shuttle Bus Roof Ads</p>	2.4*0.7m	15,000/4 days/vehicle	Double sided, 3 exhibitors at most	JPG/PDF/AI/EPS
 <p>K2 - Shuttle Bus Back Ads</p>	1.3*0.9m	8,000/4 days/vehicle	Single sided, 3 exhibitors at most	JPG/PDF/AI/EPS
 <p>L - Shuttle Bus Point Ads</p>	2*1m	10,000/4 days/issue	3 exhibitors at most	JPG/PDF/AI/EPS
 <p>M - Presentation at the New Technology Forum</p>	30 minutes	5,000/session	Limited pieces, first order first served	
 <p>O - Logo Wall (Logo + Booth Number)</p>	30*15cm	2,000/logo	For exhibitors with booth area less than 36 square meters only	JPG/PDF/AI/EPS

An Interview with Your CEO to Exhibit Your Smartness and Smart Solutions

An interview with your CEO during the exhibition that helps you stand out.



>> One media interview (20 minutes) - RMB 15,000

Choose one from "AI Modern Manufacturing" |
"Automotive Manufacturing and Design for China" |
"Auto Manufacturing Engineer"
Live Broadcast by Mobile Device

>> One TV show interview (15 minutes) - RMB 25,000 (6 exhibitors at most)

Choose one from Dragon TV | CBN | Jiangsu Satellite TV
| ICS | STV News | Dragon Finance
1 - The interview will be broadcasted on the day / the day
after / within one week after the opening day of the exhibition;
2 - Distributed at the official website and wechat platform.

>> CEO Talks will be promoted through the following channels

- 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 CEO Talks service, please contact us.

CMO Packages

► Visitor Tour Package

The most direct way that directs the visitor to your booth.

Package Cost: RMB 24,000



Highlight logo in the floor plan and exhibitor list on the backdrop in the visitor entrance hall



Highlight logo in the visitor tour APP



Highlight your booth as a Visitor Tour Station

► All-round

Non-stop promotion before, during and after the exhibition.

Package Cost: RMB 115,760



Banner ads at the frontpage of the official website in the most important 3 months



Highlight logo in the floor plan and exhibitor list on the backdrop in the visitor entrance hall



LED Ads (in Registration Hall)



Outdoor Advertising Board (South / North Plaza)



Visiting Guide inside page ad (1P) + logo highlight



Presentation at the New Technology Forum (30 minutes)



CEO Talks (20minutes)



Highlight your booth as a Visitor Tour Station



Highlight logo in the visitor tour APP



Key exhibitor in AMTS 2021 Highlights Review

CMO Packages



Digital Marketing

Online/mobile promotion package. Sales leads in your hand. Increase your brand influence easily.

1. Reed Connect APP

Use Reed Connect APP for fast information exchange, sales contact search and evaluation of exhibition results.

200 sales leads scans + 1 showroom: RMB 3,000

500 sales leads scans + 1 showroom: RMB 6,000

Sales Leads Scans
Exhibitor List
Logo Display
Company Introduction
(No more than 50 words)
Product Introduction
(No more than 100 words)
Pictures Display
(No more than 10 pictures)
Video



APP Page



Scan to acquire customers



Scan to retrieve contact information

2. Influence Upgrade Trial Package

Early Adopter Price: RMB 6,800



Leaderboard banner on official website homepage (one month)



Press release (non-headline) in WeChat Platform (1 issue)



Leaderboard banner in eNewsletter (1 issue)

CMO Packages



Brand influence

The most eye-catching promotion



Package Cost: RMB 216,000

Exclusive



Leaderboard banner on official website homepage for 2 months
(All AMTS official website visitors will see your exclusive ads in the first place. The ads lasts for 5 second.)



visitor badge ads + logo on badge strings
(distributed to every visitor)



Queue line ads
(It is the most prominent ads at the venue, the first ads visitors see upon arrival, and the ads that direct the visitors to your booth immediately.)



Ads at the visitor pre-registration login page and pre-registration confirmation mail
(Your ads will be viewed by all visitors to the pre-registration page and all pre-registered visitors.)



Form-filling counter ads
(Your ads will be viewed by all visitors at the registration lounge.)



Banner ads at exhibition venue
(Your ads will be printed on the banners in the main entrance to your exhibition area.)

AMTS 2021 Marketing Service Booking Form

Please complete, sign, and stamp the booking form and submit it to Reed Exhibitions Hengjin Co., Ltd.
TEL: 86-21-64681300/64681550
Email: amts@reedhengjin.com

Digital Marketing Solutions

Banner Ads on Homepage

- ☐ Leaderboard Banner – Golden Period (April, May, June): 1900×500px Up to 5 rotation
- ☐ Leaderboard Banner – Other Months: 1900×500px Up to 5 rotation
- ☐ Brand Exhibitors Logo – Golden Period (April, May, June): 210×70px 10 positions
- ☐ Brand Exhibitors Logo – Other Months: 210×70px 10 positions

RMB 6,800/3 months
RMB 4,500/3 months
RMB 5,000/3 months
RMB 3,000/3 months

Ads on Online Showroom

- ☐ Product Recommend Banner 10 positions

RMB 3,000/3 months

E-newsletter Ads Opportunities

- ☐ Text Ad: 3 positions Title- Maximum 20 Chinese characters, Content- Maximum 70 Chinese characters
- ☐ Button Banner: 120×60px 10 positions RMB 2,000/issue
- ☐ Leaderboard Banner: 650×100px only 1 position RMB 5,000/issue

RMB 2,000/issue

Customized EDM Service

- ☐ 5000 names

RMB 2,500/5,000 names

Advertising on Official Wechat Platform

- ☐ 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
- ☐ Headline Bottom Advertising: 1 picture One month before the exhibition

RMB 3,000/position
RMB 1,000/position
RMB 5,000/week

Eqxiu Visitor Invitation

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

RMB 3,000/piece

Visiting Guide Mini Program Advertising

- ☐ Highlight Logo in the Visitor Tour APP

RMB 5,000/message

Trade leads in your hands

- ☐ 200 Sales Leads Scans + 1 Showroom RMB 3,000
- ☐ 500 Sales Leads Scans + 1 Showroom RMB 6,000

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

Visitor Invitational Letter – Customized version

- ☐ Customized Version (200copies): (W)140*(H)100 RMB 800
- ☐ Customized Version (200copies): (W)140*(H)100 RMB 1,750

On-site Advertising Opportunities

- ☐ A- Highlight Logo in the Floor Plan and Exhibitor List on the Backdrop in the Visitor Entrance Hall RMB 10,000/piece
- ☐ B1- Outdoor Advertising Board (South Plaza): 8*5m 10 exhibitors at most RMB 25,000/piece
- ☐ B2- Outdoor Advertising Board (North Plaza): 8*5m 4 exhibitors at most RMB 25,000/piece
- ☐ B3- Outdoor Advertising Board (Inner Square): 8*5m 3 exhibitors at most RMB 25,000/piece
- ☐ C- Hanging Banner Ads: 4*3m At booth location RMB 30,000/single sided
- ☐ D- Joint Hanging Banner Ads: 4*1m RMB 25,000/double sided
- ☐ E- Hanging Banner Ads at Corridor: Hall South - E 3.75*0.7m Hall North - W 5*0.7m 16 exhibitors at most double sided RMB 15,000/3 pieces
- ☐ F- Board Ads at Corridor: 6*3m first order first served RMB 25,000/pieces
- ☐ G1- LED Text Ads: 10 exhibitors at most RMB 2,000/day
- ☐ G2-LED Video Ads: 5 exhibitors at most RMB 30,000/4 days
- ☐ H- Visitor Lobby Sponsorship: Present your company logo and display your materials RMB 30,000
- ☐ I- Bag Sponsorship: For more information, please contact us RMB 50,000/5,000 bags
- ☐ J- Floor Sticker: Diameter 1.2m RMB 5,000/3 pieces
- ☐ K1- Shuttle Bus Roof Ads: 2.4*0.7m 3 exhibitors at most Double sided RMB 15,000/4 days/vehicle
- ☐ K2- Shuttle Bus Back Ads: 1.3*0.9m 3 exhibitors at most Double sided RMB 8,000/ days/vehicle
- ☐ L- Shuttle Bus Point Ads: 2*1m 3 positions RMB 10,000/4 days/issue
- ☐ M- Presentation at the New Technology Forum: 30 minutes first order first served RMB 5,000/session
- ☐ O- Logo wall: 30*15cm For exhibitors with booth area less than 36 square meters only RMB 2,000/logo

CEO Talks

- ☐ One Media Interview: 20 minutes First Order First Served RMB 15,000/session
- ☐ One TV Show Interview: 15 minutes 6 exhibitors at most RMB 25,000/session

CMO Packages

- ☐ Visitor Tour Package: RMB 24,000
- ☐ All-round: RMB 115,760
- ☐ Reed Connect APP 200 Sales Leads Scans + 1 Showroom: RMB 3,000
- ☐ Reed Connect APP 500 Sales Leads Scans + 1 Showroom: RMB 6,000
- ☐ Brand Influence (Exclusive): RMB 216,000

Exhibitor

Company Name: _____
Booth Number: _____
Chief: _____
Tel/Phone: _____/_____
Email: _____
Address: _____
Date: _____/_____/_____
Signature: _____

Organizer's Confirmation (Filled by Organizer)

Marketing Service Information: _____
Marketing Service Fee: _____
Prepaid Fee: _____ Date: _____
Note: _____
Chief: _____ Email: _____
TEL/Phone: _____/_____
Date: _____/_____/_____
Signature: _____