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5 – 7.8.2022

Shenzhen World Exhibition &
Convention Center (near the airport)
深圳国际会展中心 (宝安新馆)

Shenzhen International Toy and Education Fair
第34届国际玩具及教育产品(深圳)展览会

Shenzhen International Stroller, Mother and
Baby Product Fair
第13届国际童车及母婴童用品(深圳)展览会

Shenzhen International Licensing and
Licensed Product Fair
2022国际授权及衍生品(深圳)展览会

Greater Bay, greater play
共聚大湾区 重构新格局

**Digital
Services**



messe frankfurt

Guangzhou Li Tong Messe Frankfurt Co Ltd



Guangdong Toy Association

Guangdong Toy Association



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Digital Services

Digital exposure – LED banners at the exhibition hall

LED01 – LED04: LED banners at the exhibition hall

Deliver your creative ideas here with rotating e-poster, animation and video, to maximise your exposure to visitor groups and enhance your brand awareness!

<p><u>LED01: North side LED at hall 15 or hall 16</u></p> <p>(a) Full screen: RMB 50,000 (15 seconds) (b) Logo and booth number: RMB 30,000 (15 seconds)</p> <ul style="list-style-type: none"> ➤ Size: 15.84m (W) x 8.64m (H) ➤ Display period: 9:00am – 6:00pm 	<p><u>LED02: East side LED at hall 16</u></p> <p>(a) Full screen: RMB 66,000 (15 seconds) (b) Logo and booth number: RMB 35,000 (15 seconds)</p> <ul style="list-style-type: none"> ➤ Size: 18.72m (W) x 9.12m (H) ➤ Display period: 9:00am – 6:00pm 
<p><u>LED03: LED at 1/F entrance outside hall 13 or 15 -16</u></p> <p>(a) Full screen: RMB 12,000 (15 seconds) (b) Logo and booth number: RMB 6,500 (15 seconds)</p> <ul style="list-style-type: none"> ➤ Size: 11.52m (W) x 0.72m (H) ➤ Display period: 9:00am – 6:00pm 	<p><u>LED04: LED at 2/F entrance outside hall 13 or 15 -16</u></p> <p>(a) Full screen: RMB 12,000 (15 seconds) (b) Logo and booth number: RMB 6,500 (15 seconds)</p> <ul style="list-style-type: none"> ➤ Size: 12m (W) x 1.76m (H) ➤ Display period: 9:00am – 6:00pm 

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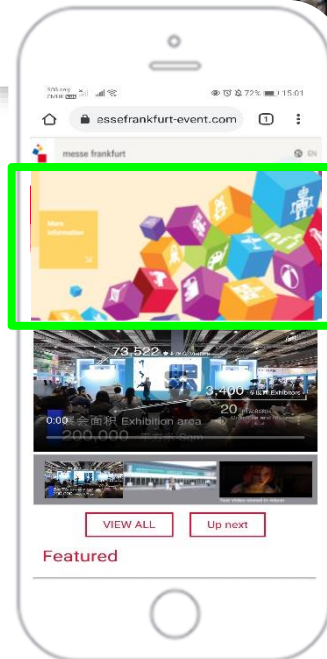
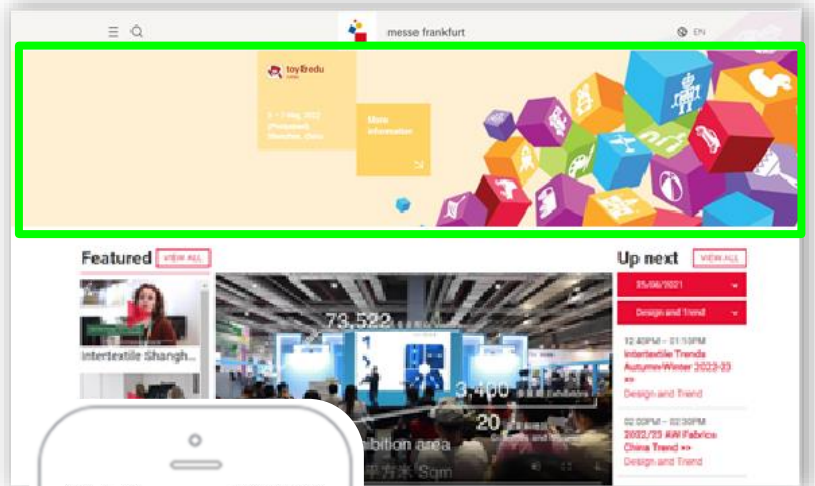
Digital exposure – Online platform

On the brand new exhibitor's livestreaming and video platform, audiences can view product demonstrations or sharing sessions instantly. The livestreamed videos can also be shared as featured video to attract more potential buyers via the online presentation! Digital items shown as below are bundled with special packages, please refer to page 11 for more information.

(i) Top banner

An eye-catching banner is placed at the top of the platform's main page. There are maximum of five advertising spaces and the banners will be displayed as slide show. Each banner will link to a predetermined landing page.

Banner size: 1,920(w) x 320(h) pixels



Mobile version



(ii) Bottom banner

It is exclusively placed prior to the Fair Organiser's contact information and offered for exhibitors on a first-come-first-served basis. Each banner will link to a predetermined landing page.

Banner size: 728(w) x 182(h) pixels

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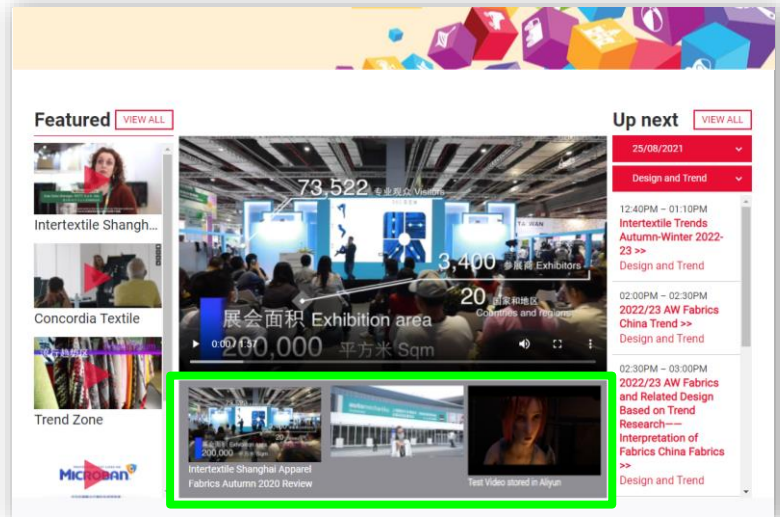
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Digital exposure – Online platform

(iii) Livestream events

You can reserve an air time slot under the selected topic of exhibitor live channels to present your products and solutions to buyers from around the world. Your presentation will be featured as "Up next" on the main page. It is fine to provide the pre-recorded video or your own livestreaming hyperlink for broadcasting.

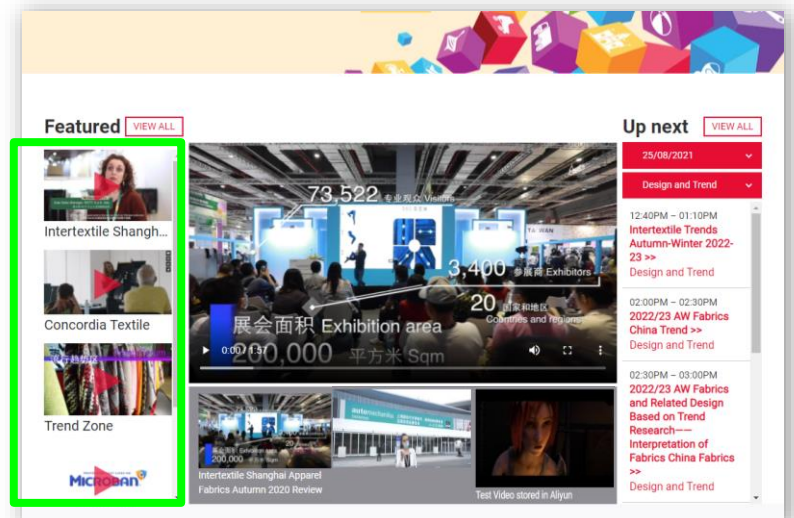
Duration: 15 minutes (the schedule will be arranged by the organisers)



(iv) Featured videos

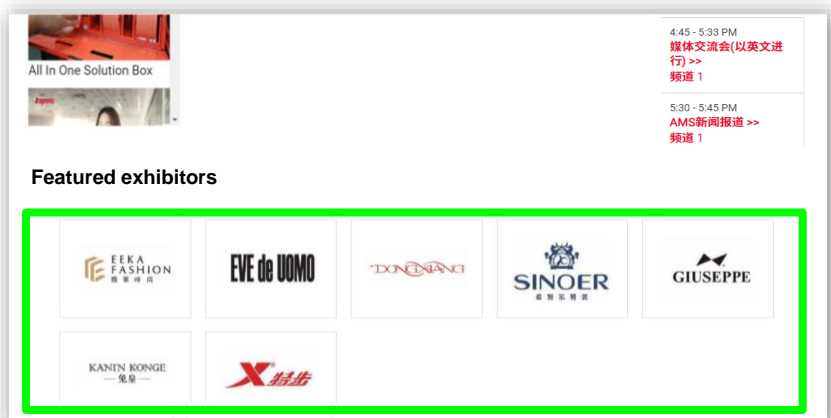
Videos will be shown on rotation. You can display your corporate video or product promotional clips on that prominent space.

Video format: mp4 / 16:9 / max 100mb



(v) Featured exhibitors

Five logos will be shown in each row. It will link to your company page on fair's website or other homepage.



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Digital exposure – Fair’s website

D01 – D02: Upgraded media package (Silver and Gold)

Basic media package includes company name, booth number and product groups on the fair’s English and Traditional Chinese website www.chinatoyfair.com at “Exhibitors & products” webpage. This year upgraded Silver Media Package is offered for free which enhances exposure and draw attention from professional buyers. In addition, more product pages and keywords are included in the Gold Media Package.

D01: Silver Media Package

Free for this year (valued RMB 900)


- Basic media package
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 1 product page (picture & description)
- 3 keywords

D02: Gold Media Package


Special offer RMB 600 (valued RMB1,500)

- Basic media package
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 5 product pages (picture & description)
- 5 keywords


Company Name



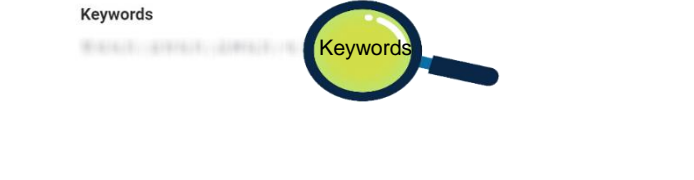
Address, email & website



Company page



Keywords



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Digital exposure – Fair’s website

Add-ons: additional services in the exhibitor and product search on the fair website

Distinguish your company from competitors by booking add-ons for your upgraded media package displayed on the official website. Make use of these add-ons in the exhibitor and product search on the fair website and reach thousands of trade fair visitors all year round.

D03 Search add-ons:

<p><u>(a) Top Of Search</u></p> <p>RMB 4,000</p> <ul style="list-style-type: none"> Your entry will be prominently displayed at the top of the search results (This requires the company being listed in the search results) 5 limited advertising spaces (Only 1 entry is displayed in rotation) 	<p><u>(b) Top Of Category</u></p> <p>RMB 2,000</p> <ul style="list-style-type: none"> Your entry will appear at the top of the search results within a product category 3 limited advertising spaces (Only 1 entry is displayed in rotation) 	<p><u>(c) Front Page Box</u></p> <p>RMB 4,000</p> <ul style="list-style-type: none"> The trade fair homepage is the starting point for finding more information on the trade fair. 4 limited advertising spaces
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Digital exposure – Fair’s website

D04: Link Add-ons

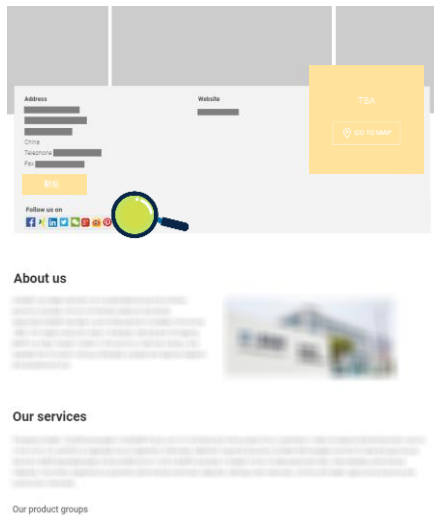
Visitors can access your online shop and social media platform through the Link Add-ons!

(a) Social media link

RMB 500

- Add icons and links to your social media pages at: WeChat, LinkedIn, YouTube, Facebook, Twitter, Weibo, Pinterest, Instagram

- For up to 10 links



(b) Shop link

RMB 500

- Link to your online shop
- 1 link is available per exhibitor

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Digital exposure – Fair’s website

D05: Information Add-ons

Visitors will see more content in your company presentation, which increase your visibility!

(a) Logo

RMB 300

- Give a visual representation of company brand

(b) Product page

RMB 500

- Strengthen your presence with additional products and increase the hit rate from potential customers
- Show your highlights and new products
- Includes 1 photo and product information in both Chinese and English (2,500 characters each)

(c) Video

RMB 500

- Show videos in your company profile in the fair website’s exhibitor search
- All popular video formats are supported / aspect ratio 16:9 and 4:3 / featured video length up to 5 minutes (longer videos upon request)

(d) Document download

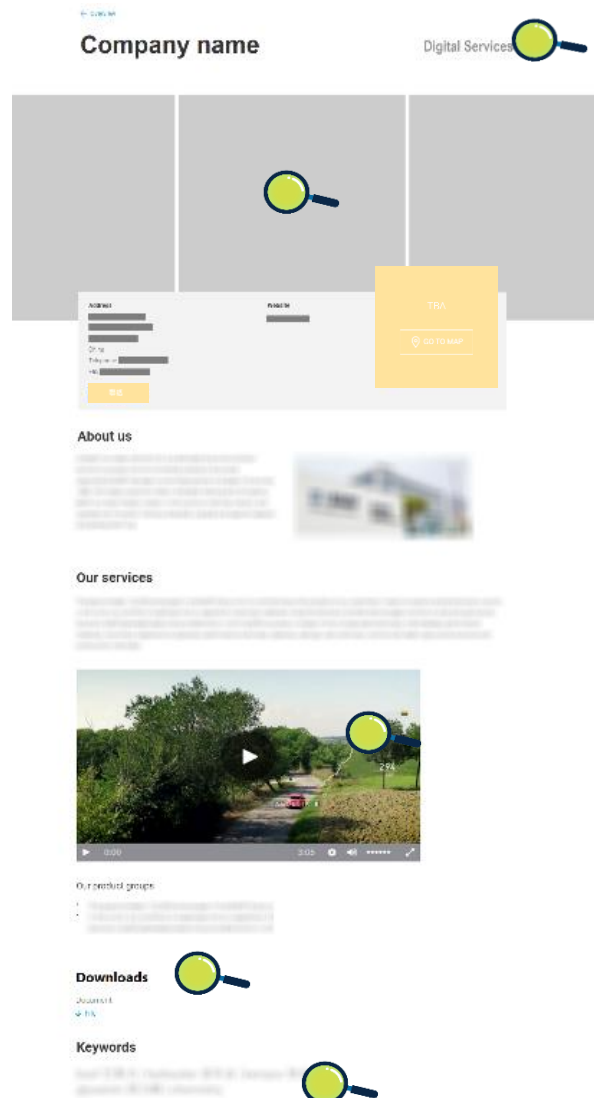
RMB 1,000

- Attach document such as product catalogue or company magazine in exhibitor profile
- Visitors can save the document

(e) Keyword

RMB 120

- Exhibitor can be found faster



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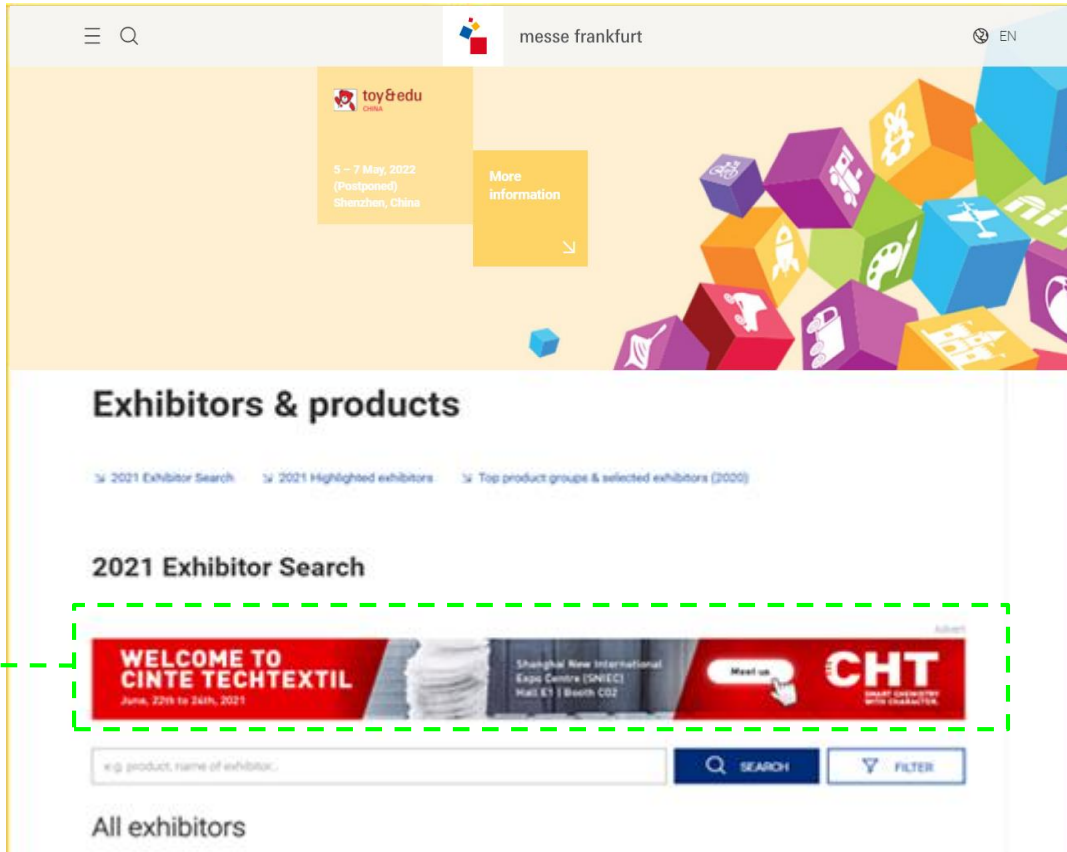
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Digital exposure – Fair’s website

D06: Online banners

The fair’s English and Traditional Chinese website www.chinatoyfair.com is an exclusive spot to draw attention from all attendees. Your advertising message will be delivered promptly and remained potently in audience’s mind.



	Banner location	Dimension Width × Height	RMB
(a)	Homepage Placement of the first banner after approx. 30% of the page height (3 rotations)	4:1 1,140 × 285 px	6,500
(b)	Exhibitors and products page (3 rotations)	10:1 1,140 × 114 px	8,000

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Digital exposure – post-promotion

D07: 360° trade fair stand panorama

Do you want to show your stand after the fair? You can present your trade fair stand digitally as a 360° panorama after the fair. 360° photo shoots allow potential customers around the world to “visit” your booth any time. Make your trade fair stand virtually accessible on your website until your next trade fair!

D07: 360° trade fair stand panorama

From RMB 2,000

- A professional crew comes to your stand and takes the photos
- It takes 5 – 10 working days for editing



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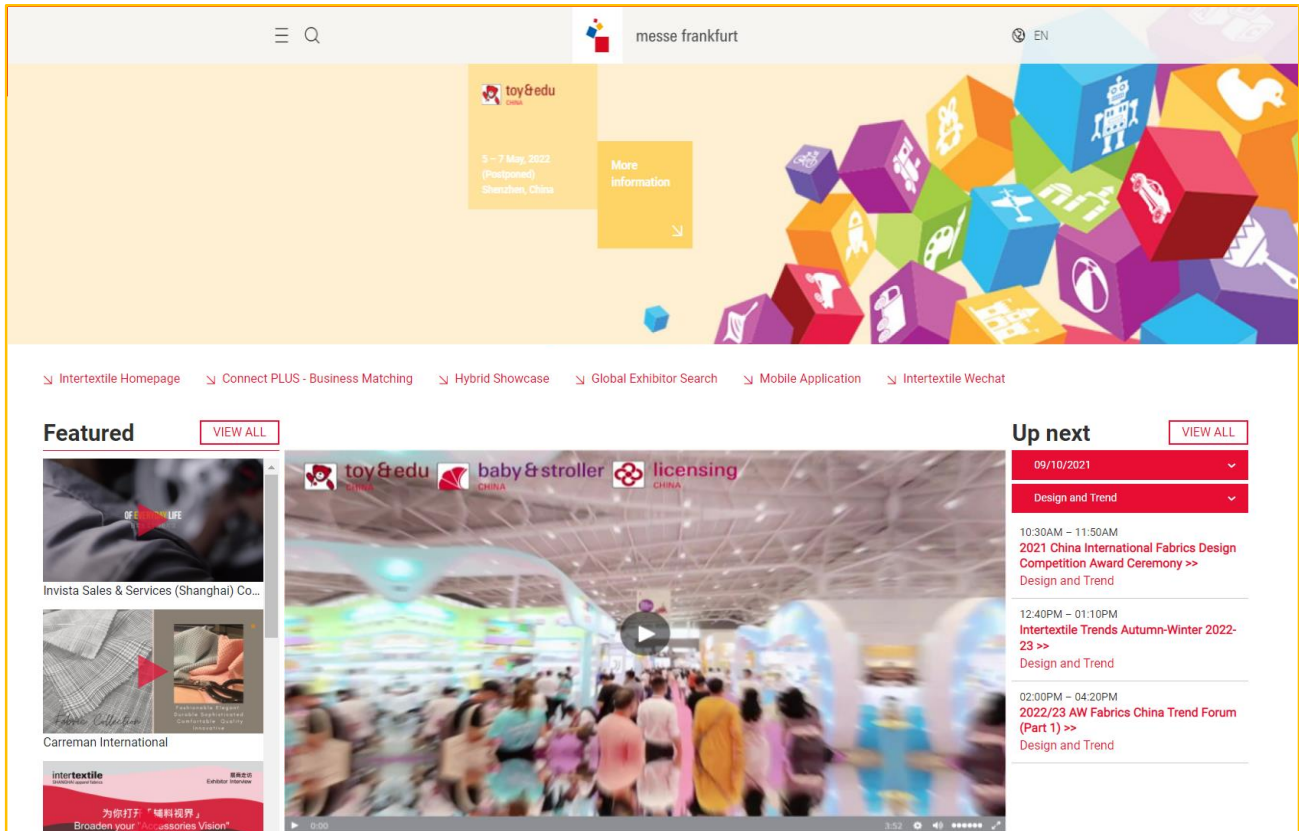


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Enhance your exposure via online and offline platforms

D08: Special bundle with digital services



Package	Online and offline advertising items	Special price (RMB)
(a)	i) Exhibitor Search banner + ii) Gold media package	20,700 (Original price: 23,000)
	** Free offer: Top Banner on the online platform	
(b)	i) Exhibitor Search banner + ii) Front page box + iii) Gold media package	21,400 (Original price: 23,800)
	** Free offer: Bottom Banner on the online platform	
(c)	i) LED03(a) or LED04(a) + ii) Exhibitor Search banner + iii) Gold media package	20,400 (Original price: 22,760)
	** Free offer: Featured Exhibitors on the online platform	
(d)	i) LED03(b) or LED04(b) + ii) Gold media package	8,400 (Original price: 9,260)
	** Free offer: Featured Exhibitors on the online platform	
(e)	i) Homepage banner 3:1 + ii) Gold media package + iii) Logo + iv) Video	13,600 (Original price: 15,100)
	** Free offer: Livestream Events + Featured Videos on the online platform	

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Application form 2022

Item		Price (RMB)	Qty
LED01	North side LED at hall 15 or hall 16	(a) Full screen	50,000
		(b) Logo and booth number	30,000
LED02	East side LED at hall 16	(a) Full screen	66,000
		(b) Logo and booth number	35,000
LED03	LED at 1/F entrance outside hall 13 or 15 -16	(a) Full screen	12,000
		(b) Logo and booth number	6,500
LED04	LED at 2/F entrance outside hall 13 or 15 -16	(a) Full screen	12,000
		(b) Logo and booth number	6,500
D01	Silver Media Package	D02	Gold Media Package <input type="checkbox"/>
<ul style="list-style-type: none"> Basic media package Correspondence address Email & website 1 company page (picture & description) 1 product page (picture & description) 3 keywords 		Free of charge (Valued RMB 900)	<ul style="list-style-type: none"> Basic media package Correspondence address Email & website 1 company page (picture & description) 5 product pages (picture & description) 5 keywords
D03	Search add-ons	(a) Top Of Search	4,000
		(b) Top Of Category	2,000
		(c) Front Page Box	4,000
D04	Link add-ons	(a) Social media link	500
		(b) Shop link	500
D05	Information Add-ons	(a) Logo	300
		(b) Product page	500
		(c) Video	500
		(d) Document download	1,000
		(e) Keyword	120

Company name : _____ Booth No. : _____ Date : _____

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Application form 2022

Item		Price (RMB)	Qty
D06	Online banner	(a) At exhibitor search – under the header 10:1	8,000
		(b) At homepage 4:1	6,500
D07	360° trade fair stand panorama	From RMB2,000, please contact the organiser for price	
D08	Special bundle with digital services	(a) Fair's website I	20,700
		(b) Fair's website II	21,400
		(c) Onsite and Fair's website	20,400
		(d) Onsite	8,400
		(e) Fair's website and add-ons	13,600
Total amount			

We hereby accept the Terms & Conditions and sign below

Company name : _____

Contact person : _____ Booth No. : _____

Tel / Cell phone : _____ Fax : _____ E-mail : _____

Signature (with company stamp) : _____ Date : _____

Terms & Conditions:

- Subject to and conditional upon all sums due and payable by each exhibitor having been fully settled. Search, Information and Link Add-Ons are only available upon purchase of an upgraded media package.
- Application for acceptance as a member at the platform must submit a completed and signed application form with company stamp.
- Full payment should be rendered upon receipt of the invoice, the remittance should be faxed / e-mailed to the Organiser.
- Orders without payment or have not submitted remittance will not be processed.
- Reservation of advertising space will be arranged on a 'first come first served' basis.
- The Organiser is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
- Late arrival will be liable for omission of the advertisement and the cost paid will not be refunded.
- If the exhibitor withdraws his application for whatever reason, after payment received by Organiser, any subscription fee paid will be forfeited.
- Exhibitors are responsible for providing the Organiser with all company logos and materials before deadline, and that all company logos and materials are subject to approval by the Organiser.
Details of specification of advertisement or all required materials will be notified to exhibitor once Organiser accepted the application.
- The above order form must be accompanied by full payment to the Organiser:
Account holder: Guangzhou Li Tong Messe Frankfurt Co Ltd.
Bank name: Bank of Communication Guangzhou Branch Zhonghuan Sub-Branch
Bank address: 129, Taojin Road, Guangzhou, China
Account no.: 441168515018010040316
Swift code: comcnshgua
- All bank charges are borne by the exhibitor.
- The Organiser reserves the right to decline any advertisement.
- The exhibitor warrants that the information, logo and pictures thereof and the related publicity materials do not in any way whatsoever violate or infringe any third party's rights including trademarks, copyrights, designs, names and patents whether registered or otherwise. The descriptions and photos for fair websites transmitted by the exhibitor may not infringe the rights of third parties either. The exhibitor indemnifies Messe Frankfurt against all claims asserted by third parties in this connection. The Organiser has the right to refuse participation of members found guilty of infringement of intellectual property rights.
- The rules and regulations are bound by the General Terms and Conditions (which are available at: www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html). Upon this signed application, clients agree to comply with both the General Terms and Conditions, as well as the terms and conditions listed on this application form.
- The publication of exhibitor information on the event website starts with the first day of the trade fair, to which the exhibitor has registered, and ends with the exhibitor search of the next event is available.