

HOTELEX 第二十六届上海国际酒店用品博览会

HOTELEX  
Shanghai

# 营销价值手册

HOTELEX SHANGHAI 2017 MARKETING VALUE BOOK



HOTELEX SHANGHAI 2017  
第二十六届上海国际酒店用品博览会

2017年3月28日- 3月31日

上海新国际博览中心（浦东龙阳路2345号）

同期举办：2016上海高端食品与饮料展

现场广告 · 网站 · 社交媒体 · 杂志

# THE GROWING ATTENTION

As one of the largest hospitality and catering industry exhibitions in Asia, HOTELEX Shanghai 2016 has reached a new height of the exhibition scales as well as the buyers amount. The total exhibiting area is 280,000sqm which has increased 12% compare to last year. There are 2207 exhibitors and 125,488 professional attendees, 30% growth rate.



## ABOUT HOTELEX 关于酒店展

## THE STEADY AND ACCURATE AUDIENCES

The majority visitors are general managers and purchasing directors from starred hotels, inns, resorts and high-end restaurants. They are the trend leaders in the hospitality industry.

**A**  
OPTIONS

- 印刷品广告  
Printing Advertisement



**B**  
OPTIONS

- 现场广告  
On-site Advertisement



**C**  
OPTIONS

- 官网及B2B广告  
Official Website & B2B  
Advertisement



**D**  
OPTIONS

- 微信广告  
Wechat Advertisement



A  
OPTIONS

印刷品广告  
Printing Advertisement

# Large Circulation Compulsive Image Distribution



Catalogue  
ADV

Catalogue is the important reference for the professional visitors to get to know the exhibition and will be reserved and broadcasted for a long time.

Distribution Channel: Exhibition Onsite  
Distribution Target : Attendees



Title Page/Inside Front Cover



Inside Page



Inside Page Exhibitor logo

Inside Page/Colorful	160*205mm	10,000RMB/Exhibition Period
Inside Front Cover/Colorful	160*205mm	15,000RMB/Exhibition Period
Inside Back Cover/Colorful	160*205mm	12,000RMB/Exhibition Period
Back Cover/Colorful	160*205mm	15,000RMB/Exhibition Period
Title Page/Colorful	160*205mm	15,000RMB/Exhibition Period
Inside Page Logo/Colorful	20*45mm	300RMB/LOGO

## SHOW MAP ADVERTISEMENT



Portable and convenient  
Clear Floorplan Elaboration

Distribution Channel : Mailing before the  
exhibition and on-site  
Circulation : >100,000

### Show Map Exhibitor logo

3,000 RMB/Logo ( Within 3 Logos )

## VISITOR TICKET BACK ADV

Visitor Ticket ( Domestic/Overseas )  
Large Circulation,  
Wide Coverage  
High Exposure  
Distribution Channel : Mailing、 On-site  
Distribution、 Media Distribution  
Quantity : >200,000



10,000RMB/Group ( 10000 tickets each group )

**A**  
OPTIONS

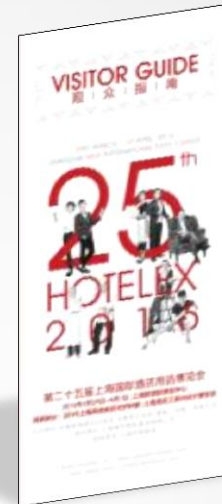
印刷品广告  
Printing Advertisement

## VISITOR GUIDE

Quick Positioning

Distribution Channel: Mailing and on-site

Quantity: >100,000



### Floorplan Exhibitor logo

300RMB/Logo  
( Cannot exceed 10 logos /hall )



### Full Page Colorful ADV

40,000 RMB/Exhibition Period ( Title Page/Inside Front Cover/Inside Back Cover/Back Cover )

20,000RMB/Exhibition Period ( At random )

## VISITOR BADGE ADV

The visitor badge is the unique proof for the visitors to enter the exhibitions, the company's images on the badges and ropes can be compulsively shown to all the visitors.

Target : All the visitors

Quantity : 100,000



**Rope ADV ( Logo Single Face )**  
20,000 RMB/ Group  
At least 20,000 ropes



**VIP VISITOR/VISITOR BACK ADV**  
20,000RMB/ Group  
At least 20,000 tickets

## BAGS ADV



60,000RMB/Group ( At least 10,000 bags )

Brand Image Reinforcement

Portable ADV Demonstration

Demonstration Style : None-woven fabric, single face display ( Adv submitted by exhibitors )

Specs : 360mm \* 440mm

Target : Attendees

Quantity : 50,000

**B**  
OPTIONS

现场广告

On-site Advertisement



## Multi Demonstration Styles the Most Eye-catching Way

SNIEC ADVs are all located in eye-catching place with large demonstration area and it is suitable for the company' s image display.



### South Square Central Flag ADV

Specs : 1m\*1.5m , within 120 Flags , 40 Flags/Group

25,000 RMB/Group



### South Square Lane Flag ADV

Specs : 0.9m\*2.5m\*4 flags ,8m Flagpole , Within 7 flags/ group

15,000RMB/Group



### South Entrance Doorway 23 pieces of billboards

Specs : 5m\*8m ( None edge covering , edge covering 2000RMB /piece surcharge )

15,000RMB/Piece

Specs : Conjoint 5m\*8m ( At least 2 pieces , none edge covering, edge covering 10,000RMB/piece surcharge , at most 4 pieces conjoint)

30,000RMB/2Pieces



## 现场广告

On-site Advertisement

### **Balloon Banner ADV** 10,000RMB/ADV

Sphere Radius 3m, Banner 0.9m\*10m  
Double color printed, red background with white letters.

### **Arch ADV** 12,800RMB/ADV

Span Length: 18m



### **East Square Billboards/East Square Flagpole Billboards/North Square Billboards**

Specifications : 5m\*8m , totally 7 pieces

15,000 RMB/Piece



### **Bottle Water Tag ADV**

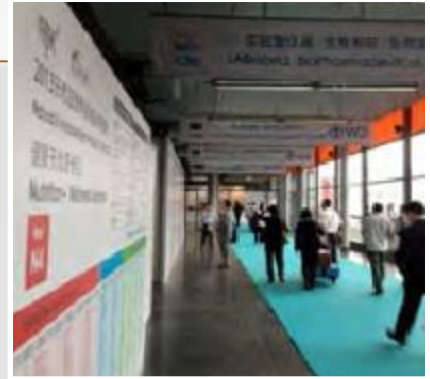
Distribution Target : On-site Audiences

10,000 RMB/Group ( 10,000 bottles/Group ,  
Totally 5 Groups )



**Corridor Adv**

From South Entrance to E1 Corridor	3m*6m*2 pieces / 3m*5m*1 piece	10,000 RMB/ piece
From South Entrance to W1 Corridor	3m*6m*2 pieces / 3m*5m*1 piece	10,000 RMB/ piece
From East Entrance to E7 Corridor	3m*6m*2 pieces / 3m*5m*1 piece	8,000 RMB/piece
From East Entrance to N5 Corridor	3m*6m*1 piece	8,000 RMB/piece
From North Entrance to N1 Corridor	3m*6m*1 piece	8,000 RMB/piece
From North Entrance to W5 Corridor	3m*6m*1 piece	8,000 RMB/piece
Banners in the hall corridors	8 banners / corridor	20,000 RMB/group



**Quad Faces Billboards**

Specs : 2.9m\*2.9m\*4

15,000 RMB/Piece



**Inside Square ADV**

Specifications : 5m\*8m ( Single Face )

16,000 RMB/Piece



**Inner Square Triple Faces Movable Billboards**

Specifications : 3.3m\*4.3m\*3m

18,000 RMB/Piece



**Floor Vision ADV**



From South Entrance to E1 aisle floor vision adv	300mm*350mm	4,000RMB ( Exclusive )
From South Entrance to W1 aisle floor vision adv	300mm*350mm	4,000RMB ( Exclusive )
From East Entrance to E7 aisle floor vision adv	300mm*350mm	3,000RMB ( Exclusive )
From East Entrance to N5 floor vision adv	300mm*350mm	3,000RMB ( Exclusive )
From North Entrance to N1 aisle floor vision adv	300mm*350mm	3,000RMB ( Exclusive )
From North Entrance to W5	300mm*350mm	3,000RMB ( Exclusive )
Floor vision adv between the halls	300mm*350mm	5,000 RMB/(Only 2 )

**VIP Lounge ADV**

Billboards ( 4 Faces )  
Production, Gift, Brochure Place  
Show Guide+Show Map Sponsor Logo

15,000RMB/Exhibition Period



**Shuttle Bus inside halls ADV**

Car Roof Triangle ADV ( 2 Faces )

100,000RMB/14 Buses  
140,000RMB/20 Buses

**Metro-Venue Shuttle Bus**

Window Adv ( Exclusive )  
60,000RMB/15 Buses

Seat ( Exclusive )  
30,000RMB/15 Buses



**B**  
OPTIONS

现场广告

On-site Advertisement

**South Entrance Hall LED Rolling  
ADV**

14m x 5m ( Specs TBC )

25,000/Exhibition Period , Video  
Clip < 5 min

Within 8 clips



**Mobile phone charging place  
adv ( Exclusive )**

20,000/Exhibition Period

Specs TBC

**Official Website+www.jdgle.com  
Exhibition News + Production  
Information**

Service Content/Service Type	Membership			
	Member	Gold Member (only 50 members)	Platinum Member (only 20 members)	
	¥ 1,500/Y	¥ 3,500/Y	¥ 8,800/Y	
Shop basic information display				
Website service	Company shops	√	√	√
	Company profile	√	√	√
	Authentication/Standard	√	√	√
	Company video	√	√	√
	Product release	√	√	√
	Brand release	√	√	√
	Personnel recruitment	√	√	√
	Franchising		√	√
	Prosperous shop template		√	√
Marketing service				
Marketing Service	A-N Ad price < ¥ 1500 Ad space	1		
	A-N Ad price < ¥ 3500 Ad space		2	
	A-N Ad space			5
	Onsite video interview			1
	Video display onsite	Yearly active member top20	√	√
	EDM ( +100,000 ) :			
	Product Snapshot	5/Y	8/Y	10/Y
	Brand Recommendation		1/Y	2/Y
	Exhibitor Exclusive Interview			1/Y
	Mailing			1/Y
	Wechat :			
	Product recommendation	1/Y	2/Y	3/Y
	Multi picture and text	Monthly active member top3	1/Y	1/Y
Headline			1/Y	

## Website Homepage

### A Focus Picture

Specifications ( pixels):

Chinese Version: 600(W)\*280(H)

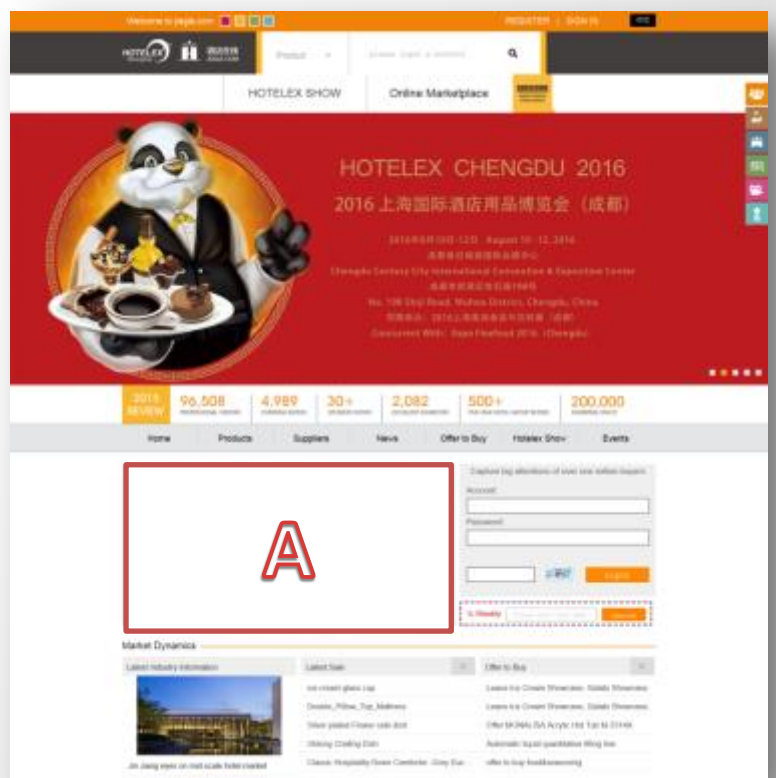
English Version:695(W)\*340(H)

Color Format : RGB

Format : jpg/png

Size : <100KB

Price : 5000/Month



# Website Homepage

## B Production Floor Right Web Slider ( Exclusively Chinese )

Specifications(pix) : 165 (W)x165(H)

Color Format : RGB

Format : jpg/png/gif

Size : <30kb

Price : 1,500/Month

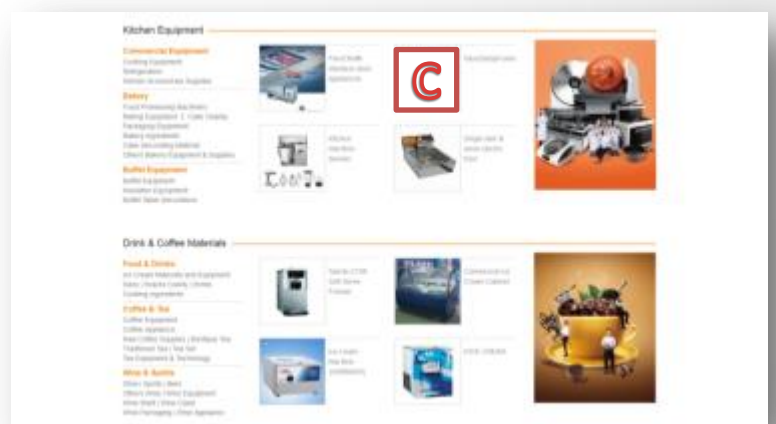


## C Production Floor—Production Recommendation Adv ( Chinese/English )

Production Pic+ Production Name

Price : 1,000 RMB/Month

Note : Production info. will be taken from company' s production data base



## D End-of-page Banner ( Exclusively English )

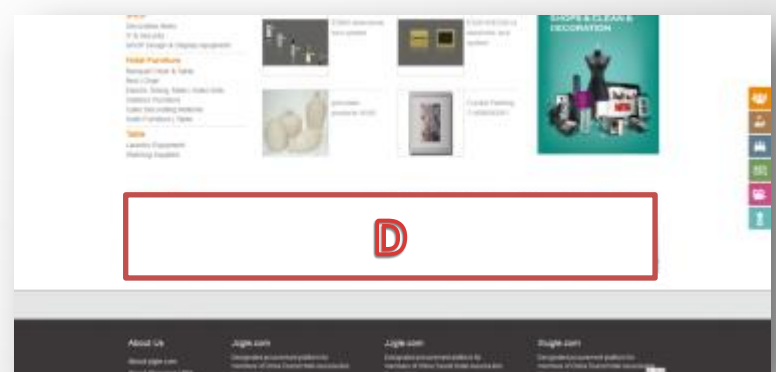
Color Format : RGB

Specs(pix) : 1115 (W) x173 (H)

Format : jpg/png/gif

File Size : <50kb

Price : 2,000/ Month



# Exhibition Channel Homepage

## E Channel Homepage Focus Picture

Specs(pixel) :

Chinese Version:960(W)x400(H)

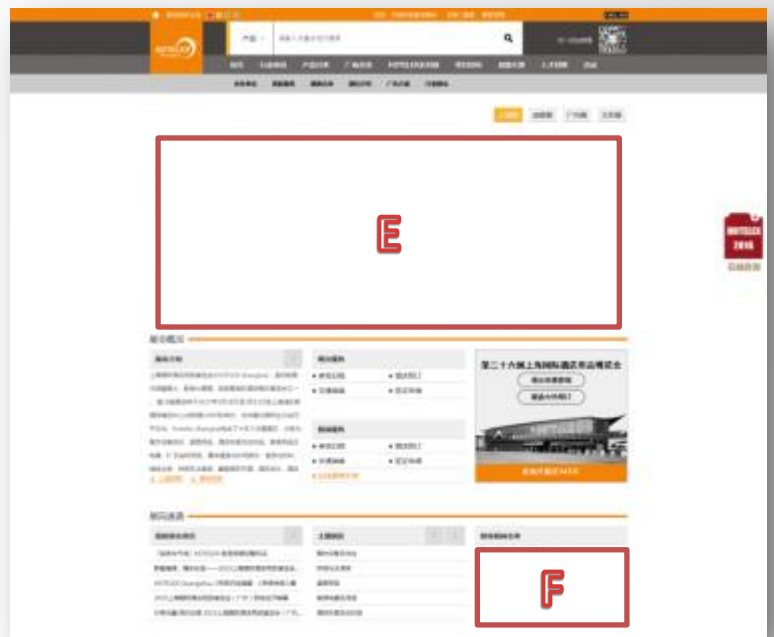
English Version:1115(W) x400(H)

Color Format : RGB

Format : jpg/png

File Size : <100kb

Price : 3,000/Month



## F Channel Homepage "Exhibitor Recommendation List"

Adv Style : Text Link ( Exhibitor Name )

Recommendation Num : 5 Companies

Price : 500/Month

Note : Text Hyperlink will be located on JDGLE.COM' s homepage





C  
OPTIONS

官方网站广告

Official Website Advertisement

HOTELEX  
Shanghai



酒店在线  
JDGLE.COM

www.hotelex.cn | www.jdgle.com

## Event Channel Homepage

### G Event Channel Leaderboard Banner

Specifications(pix) :

Chinese Version:1000(W)x100(H)

English Version:1115(W) x150(H)

Color Format : RGB

Format : jpg/png

File Size : <100kb

Price : 3,000/Month





官方网站广告  
Official Website Advertisement



www.hotelex.cn | www.jdgle.com

# Industry News Channel Homepage

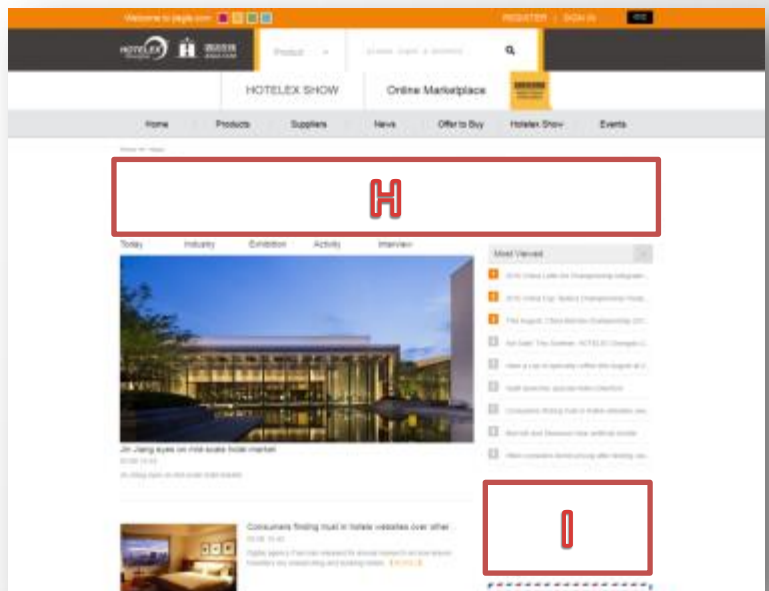
## H Channel Homepage Leaderboard Banner

Specs(pixel) :  
Chinese Version:1000(W)x100(H)  
English Version:1115(W) 150(H)  
Color Format : RGB  
Format : jpg/png  
File Size : <100kb  
Price : 2,000/Month



## I Channel Homepage Right Slider

Specs(pixel) :  
Chinese Version:320(W)x320(H)  
English Version:343(W)x166(H)  
Color Format : RGB  
Format : jpg/png  
File Size : <100kb  
Price : 1,000/Month



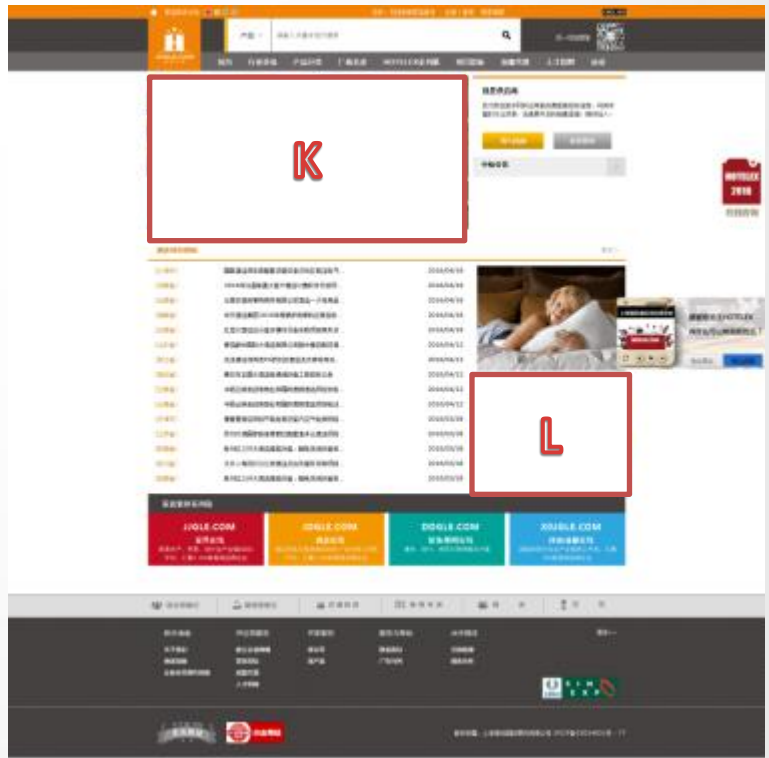
### J Franchising Channel Homepage ( Exclusively Chinese )

Specs(pix) : 477(W)x206(H)  
Color Format : RGB  
Format : jpg/png  
File Size : <100kb  
Price : 2,000/ Month  
Note : logo & slogan and Tel should be submitted by exhibitors



### K Project Bidding Channel Homepage Web Slider ( Exclusively Chinese )

Specs(pix) : 670(W)x320(H)  
Color Format : RGB  
Format : jpg/png  
File Size : <100kb  
Price : 2,000/Month



### L Project Bidding Channel Homepage Right Skyscraper ( Exclusively Chinese )

Specs(pix) : 310(W)x219(H)  
Color Format : RGB  
Format : jpg/png  
File Size : <100kb  
Price : 1,000/Month



官方网站广告  
Official Website Advertisement



www.hotelex.cn | www.jdgle.com

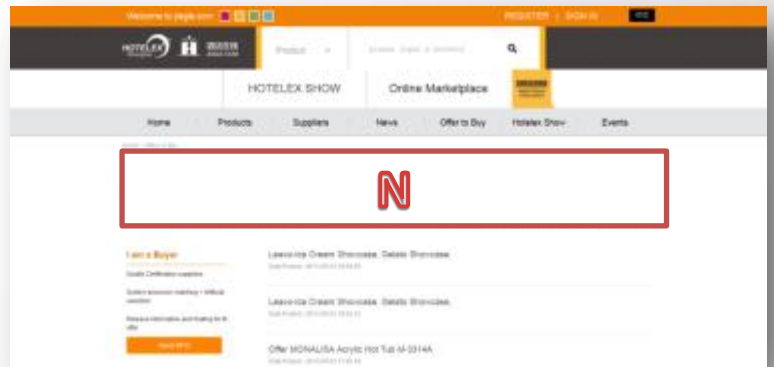
## M Suppliers Channel Homepage Leaderboard Banner

Specs(pixel) :  
English Version:1115(W)x150(H)  
Color Format : RGB  
Format : jpg/png  
File Size : <100kb  
Price : 2,000/Month



## N Offer to Buy Leaderboard Banner

Specs(pixel) :  
English Version:1115(W)x150(H)  
Color Format : RGB  
Format : jpg/png  
File Size : <100kb  
Price : 2,000/Month





官方网站广告  
Official Website Advertisement



# NEWSLETTER

## 100,000 Readers+ Delivery Rate >90%

### O Exhibitor Exclusive Interview

Demonstration Style : GM' s photo+logo+text  
Note : Text is supposed to be provided by the exhibitors

2,500 RMB/Time



### P Brand Recommendation

Demonstration Style : logo+text ( Within 150 Characters )  
Note : Text is supposed to be provided by the exhibitors

1,500 RMB/Time



### Q Production Snapshot

Demonstration Style : Production pic+ Production introduction ( Within 150 Characters )  
Note : Text is supposed to be provided by the exhibitors

1,000 RMB/Time

R E-mailing 3,000RMB/Time

No.	Landing Page	Language	ADV Space	Price ( CNY )
A	Homepage	Chinese/English	Focus Picture	5000/Month
B		Chinese	Production Floor Right Skyscraper	1500/Month
C		Chinese/English	Production Recommendation	1000/Month
D		English	End-of-page Banner	2000/Month
E	Exhibition Home page	Chinese/English	Focus Picture	3000/Month
F		Chinese/English	Exhibitor Recommendation ( Text Link )	500/Month
G	Events	Chinese/English	Leaderboard	3000/Month
H	Industry News Channel Homepage	Chinese/English	Leaderboard	2000/Month
I		Chinese/English	Right Side Skyscraper	1000/Month
J	Franchising Channel	Chinese	Image Picture	2000/Month
K	Project Bidding Channel	Chinese	Focus Picture	2000/Month
L	Homepage	Chinese	Right Side Skyscraper	1000/Month
M	Suppliers Channel Homepage	English	Leaderboard	2000/Month
N	Offer to Buy Channel	English	Leaderboard	2000/Month
O	Newsletter	Chinese	Exhibitor Exclusive Interview	2500/Time
P		Chinese/English	Brand Recommendation	1500/Time
Q		Chinese/English	Production Snapshot	1000/Time
R		Chinese/English	Newsletter	3000/Time

- Material should be sent in accordance with the ADV specs
- Submit three working days before online advertising
- Files should be saved as RGB
- Hyperlinks are supposed to be members 'stores or production display page, please email us if you have any special request
- Advertising period is at least one week

D  
OPTIONS

微信广告

Wechat Advertisement

Exhibition Official Wechat  
"Seckilling" 100,000+ FANS



### Multi Pictures and text promotion

2,000RMB/slot/time  
Official Wechat Promotion  
Sequence decided by the organizer  
News should be submitted by the exhibitors offline



### Text Production promotion

1,000RMB/slot/time  
Official Wechat Promotion  
1 Production Pic+Production Introduction  
within 150 characters  
Text and Pics should be submitted by the exhibitors

# D OPTIONS

## 微信广告

Wechat Advertisement



### Headline

3,000 RMB/Slot/Time

Promoted as the headline  
The news is supposed to be submitted by the exhibitors offline



### Visitor Pre-registration Bottom Line

Normally 10,000 RMB/10 Days

During Exhibition 10,000/4 Days

A month before Exhibition  
20000/month



ADV items	Width*Height	Price ( USD )
<b>Printing Ads</b>		
<b>Catalogue ( color )</b>		
Inside full page	160*205mm	10,000/Exhibition period
Inside front cover	160*205mm	15,000/Exhibition period
Inside back cover	160*205mm	12,000/Exhibition period
Back Cover	160*205mm	15,000/Exhibition period
Title Page	160*205mm	15,000/Exhibition period
Inside Page Exhibitor Logo	20*45mm ( W*H )	300/logo
Show Guide Floor Plan Sponsor LOGO	3 slots/hall	3,000/logo
Visitor Badge Back Side Adv	10,000/group	10,000/group
Floor plan Logo/color	10 slots/hall	300/logo
Title Page/Inside front cover/Inside back cover/back cover	100*210mm	40,000/exhibition period
Inside full page	100*210mm	20,000/exhibition period
<b>Visitor Badge</b>		
Badge rope ad	20,000/group	20,000/group
Badge Back Side ad	20,000/group	20,000/group
Nonwoven bag ad	360*440*110mm ( at least 10,000 )	60,000/group
<b>On-site Ads</b>		
South Square Central Flag	1m*1.5m , 120 flags , 40 flags/group	25,000/group
South Square Lane Flag	0.9m*2.5m*4 flags 8m flagpole , 7/group	15,000/group
South Entrance 23 Billboards	5m*8m ( without frame , 2000RMB/pcs extra for frame )	15,000/piece
	Conjoined 5m*8m ( start from 2 , without frame ; 10,000RMB/pcs for extra each board , maximum 4 conjoined boards )	30,000/2piece
Balloon Banner	Diameter:3m , piece banner:0.9m*10m , double color print-red background with white letters, displayed in certain area	10,000/pcs
Inflated Arch	Span:18m , double color print-red background with white letters, displayed in certain area	12,800/pcs
East square billboard/North square billboard/East square	5m*8m , 7 pieces	15,000/pcs
Bottle water Ad	10,000 bottles/group , 5 groups	10000/group
<b>Corridor ads</b>		
South entrance to	3m*6m*2 piece / 3m*5m*1 piece	10,000/piece
South entrance to W1	3m*6m*2 piece / 3m*5m*1 piece	10,000/piece
East entrance to E7	3m*6m*2 piece / 3m*5m*1 piece	8,000/piece
East entrance to N5	3m*6m*1 piece	8,000/piece
North entrance to N1	3m*6m*1 piece	8,000/piece
North entrance to W5	3m*6m*1 piece	8,000/piece
Banners hung in corridor	8 banners each corridor	20,000/group
Inside square quad face ad	2.9m*2.9m*4 face	15,000/pcs
Inside square ad	5m*8m ( single face )	16,000/pcs
Inside square triangle moveable billboard	3.3m*4.3m*3 face	18,000/pcs
<b>Footprint ad</b>		
South entrance to E1 corridor	300mm*350mm ( 1 slot )	4,000/pcs
South entrance to W1 corridor	300mm*350mm ( 1 slot )	4,000/pcs
East entrance to E7 corridor	300mm*350mm ( 1 slot )	3,000/pcs
East entrance to N5 corridor	300mm*350mm ( 1 slot )	3,000/pcs
North entrance to N1 corridor	300mm*350mm ( 1 slot )	3,000/pcs
North entrance to W5 corridor	300mm*350mm ( 1 slot )	3,000/pcs
Footprint between the corridors	300mm*350mm ( 1 slot )	5,000 group/2 pcs
VIP Lounge	Billboards(4 faces)/Product, gift ,brochure display/show guide+show map sponsor	15,000/exhibition period
<b>Metro-shuttle bus</b>		
Window ads ( exclusive )		60,000/15 buses
Seat headgear ( exclusive )		30,000/15 buses
Hall to hall shuttle bus	( Triangle Ad on the bus top ) 2 faces	100,000/14 buses
South entrance LED Screen Ad	14m*5m ( video limit <5 min , 8 slots )	140,000/20 buses
Mobile Charging site Ad	Exclusive	25,000/ exhibition period
20,000/exhibition period		
<b>Website Ads</b>		
Website homepage-focus picture	C/E 600px*280px / 695px*340px	5,000/M
Product channel right slider	C 165px*165px	1,500/M
Website homepage product recommendation	C/E	1,000/M
Website homepage end-of-page banner	E 1115px*173px	2,000/M
Exhibition channel focus pic	C/E 960px*400px / 1115px*400px	3,000/M
Exhibition channel exhibitor recommendation(Text link)	C/E	500/M
Events channel topbanner	C/E	3,000/M
Industry channel topbanner	C/E	2,000/M
Industry channel right slider	C/E	1,000/M
Franchising channel	C	2,000/M
Project bid channel focus pic	C	2,000/M
Project bid channel right slider	C	1,000/M
Suppliers channel topbanner	E	2,000/M
Offer to Buy channel topbanner	E	2,000/M
EDM-Exhibitor Exclusive Interview	C	2,500/PCS
EDM-Brand recommendation	C/E	1,500/PCS
EDM-Product snapshot	C/E	1,000/PCS
EDM-Mailing	C/E	3,000/PCS
<b>Wechat Ads</b>		
Multi picture & Text promotion		2,000/PCS
Product text promotion		1,000/PCS
Headline promotion		3,000/PCS
Visitor pre-registration end-of-page ad	Before the exhibition	20,000/M
	Normal Time	10,000/M
	During the exhibition	10,000/4D



**Contact Us :**

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