



INTERNATIONAL ELECTRONICS CIRCUIT EXHIBITION (SHENZHEN) 国际电子电路(深圳)展览会



AI Powers
the Future
AI成就未来

**Maximize Your ROI from the Show
With Our Value-Added Promotional
Programs!**

2024 International Electronics Circuit Exhibition (Shenzhen)

< Sponsorship Brochure >

Introduction

Dear Exhibitors,

Thank you for your participation in the International Electronics Circuit Exhibition (Shenzhen)!

This year, the Show will be held on **4-6 December 2024** at Halls 5, 6, 7, 8 of Shenzhen World Exhibition & Convention Center, Shenzhen, China. As one the world's most influential PCB & EA industry trade shows, the Show successfully gathers tens of thousands of professional buyers under one roof each year, shaping the industry future development.

How to take advantage of the Show's accumulated resources to enhance your company's exposure at the show? How do you make use of the massive promotional campaign of the show to promote your brand and your products? How do you make buyers interested in your company's products? You are able to find out the answers in this booklet, where exhibitors can find a wide spectrum of sponsorship items that can provide them with a total solution to maximize their exposure at the show.

All these sponsorship items are available in limited quantities. If you have any questions about publicity for the show, please contact us. Don't miss out our marketing programs that will bring you the highest ROI.

Yours faithfully,
Baobab Tree Event
Event Manager of International Electronics Circuit Exhibition (Shenzhen)

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Pre-show Publicity

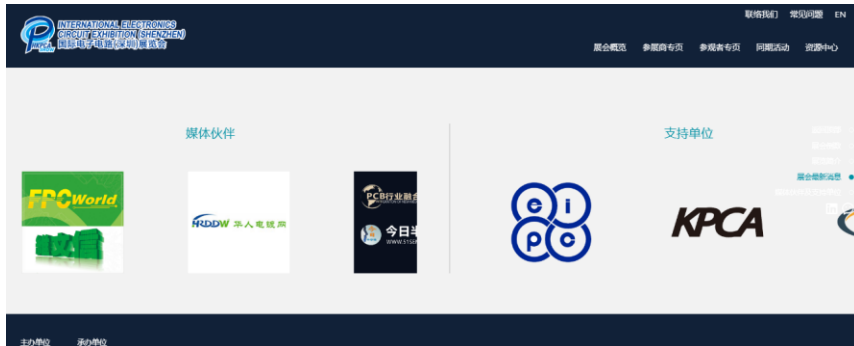


Pre-show Publicity

1. Official Website

The official website is one of the essential channels for visitors to learn about the show with page view hitting several hundreds of thousands times before the Show. Exhibitors can place their banner advertisements on the official website homepage. Banners can set hyperlink to your company's website which greatly enhances your company's exposure and enable you to attract your target customers.

1.1 Scrolling Banner Advertisement at Official Website Homepage



**For reference only*

No. of Sponsors	Maximum of 10 sponsors
Location	Official Homepage; Exact location to be decided by the Fair Organizers
Exposure	Banner with hyperlink to sponsor's corporate website. Sponsors can also enjoy company name highlighted in exhibitor list (1.2) and booth highlighted on floor plan (1.3).
Specifications	500 pixels(W) x 500 pixels(H) *Scrolling advertisement
File Format	JPG/GIF, file to be provided by the advertiser
Sponsorship Fee	RMB 3,400 (Tax included) / HKD 3,900 / USD 500 per month
Duration	November – December 2024

Pre-show Publicity

1.2 Company Name Highlighted in Exhibitor List

Be outstanding among few hundreds exhibitors through company name highlighted in exhibitor list.



Company Name	Booth Number
广东传瑞精密科技有限公司	6A56
广东高仕电研科技有限公司	8D51
广东飞新达智能设备股份有限公司	4E10
广东光华科技股份有限公司	4C28
广东普广新离子束科技有限公司	8A56
广东海圣科技有限公司	7A20
广东哈福技术股份有限公司	4C48
广东锐利实业有限公司	4A58
广东恒德通科技有限公司	8C50
广东和鑫达电子股份有限公司	2C05
广东华恒智能科技有限公司	2B68

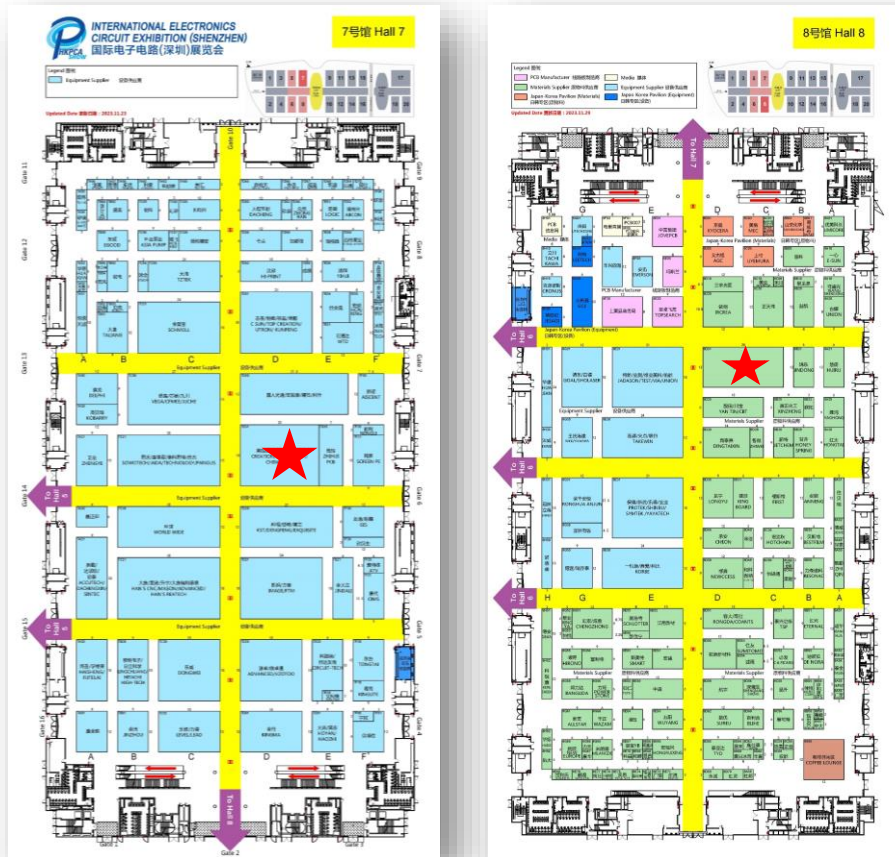
**For reference only*

No. of Sponsors	Maximum of 20 sponsors
Location	Exhibitor Listing Page
Sponsorship Fee	RMB 1,280 (Tax included) / HKD 1,470/ USD 190 per month
Duration	November – December 2024

Pre-show Publicity

1.3 Booth Highlighted on Floor Plan

How do you attract buyer's attention in the exhibition floor plan? You may consider to get your booths highlighted on the floor plan to draw attention.



No. of Sponsors	Maximum of 20 sponsors
Location	Floor Plan Page
Sponsorship Fee	RMB 1,910 (Tax included) / HKD 2,200 / USD 290 per month
Duration	November – December 2024

*For reference only

Pre-show Publicity

1.4 Official website package

Official website package enables visitors to see your company name everywhere while browsing show information on website, offering your company a larger exposure!

No. of Sponsors	Maximum of 20 Sponsors
Exposure	<ol style="list-style-type: none"> company highlighted in exhibitor list and floor plan on Website, Show Directory and Visitor Guide 1C exhibitor logo in exhibitor profile page on Show Directory
Sponsorship Fee	RMB 10,600 (Tax included) / HKD 12,190 / USD 1,570 per month
Duration	November – December 2024

Pre-show Publicity

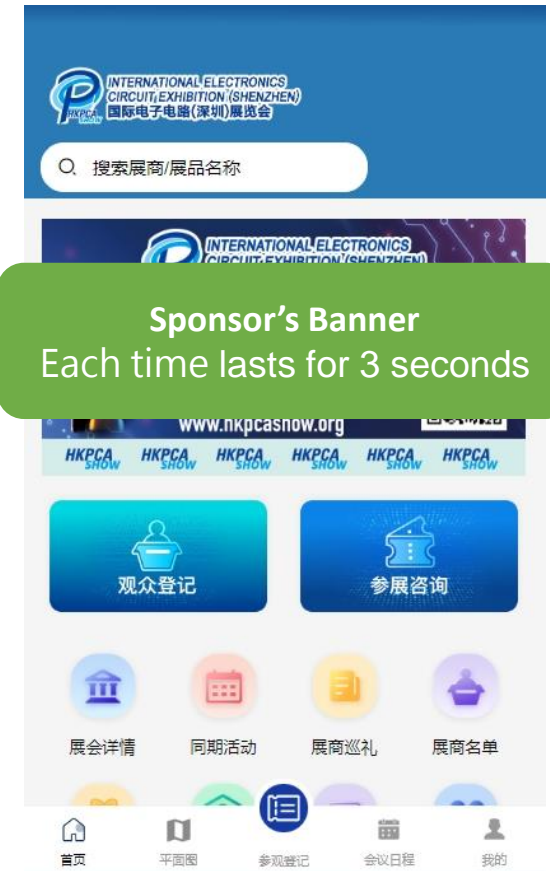
2. WeChat Mini Program

The WeChat Mini Program is one of the key promotional items for the show. It features exhibitors' product and technology information, show highlights, and updates on concurrent activities for visitors, exhibitors, and media to share. This can increase brand awareness and directly reach target buyers, attracting new business opportunities!

2.1 WeChat Mini Program Home Banner Advertisement

No. of Sponsors	Maximum of 3 Sponsors
Location	WeChat Mini Program - HOME page
Specifications	750 pixels(W) x 450 pixels(H) *Scrolling advertisement
File Format	JPG/PNG
Sponsorship Fee	RMB 21,200 (Tax included) / HKD 24,380 / USD 3,130
Duration	November – December 2024

***Materials Submission Deadline: 8 November 2024 (first-come, first-served basis)**



**For reference only*

Pre-show Publicity

2.2 Banner Advertisement at Thematic Zone Section of WeChat Mini Program(Up to two ads per page)

No. of Sponsors	Maximum of 10 Sponsors
Location	Sponsor's banner will be located at their related hall and zone and set hyperlink to their official website
Specifications	750 pixels(W) x 450 pixels(H)
Format	JPG/PNG
Sponsorship Fee	RMB 5,300 (Tax included) / HKD 6,100 / USD 790
Duration	November – December 2024

***Materials Submission Deadline: 8 November 2024 (on first-come, first-served basis)**



**For reference only*

2.3 Banner Advertisement at Show Highlights/Visitor Incentive/ Exhibition Information Section of WeChat Mini Program(Up to two ads per page)



国际电子电路（深圳）展览会

2023年12月06日-2023年12月08日

深圳国际会展中心（宝安）5、6、7及8号馆

展会介绍

国际电子电路(深圳)展览会(HKPCA Show)是全球规模最大及最具影响力之一的线路板及电子组装行业年度盛会。展会集产品采购、人脉开拓、知识交流于一身，覆盖整个线路板和电子组装行业的产业链，汇聚行业领先的技术及解决方案，作为行业风向标持续引领线路板及电子组装行业发展。

本届展会将于12月6-8日，在深圳国际会展中心（宝安）5-8号馆盛大举行。以“数字+人工智能=联动世界”为主题，展示数字时代下前沿的产品及技术解决方案，云集行业精英，分享行业洞见，助力企业把握数字



组团观众礼遇

1. 同一公司4人以上团队登记，团长及团员均可获得精美礼品一份
2. 广东省内企业组团参观达到30人及以上，将有机会享受免费大巴服务
3. 观众礼品和大巴数量有限，先到先得，送完报满为止

组团登记



**For reference only*

No. of Sponsors	Maximum of 8 Sponsors
Location	WeChat Mini Program- Show Highlights/Visitor Incentive/ Exhibition Information Section
Specifications	750 pixels(W) x 450 pixels(H)
Format	JPG/PNG
Sponsorship Fee	RMB 6,360 (Tax included) / HKD 7,320 / USD 940
Duration	November – December 2024

***Materials Submission Deadline: 8 November 2024 (on first-come, first-served basis)**

2.4 WeChat Mini Program promotion offers

- 'Enjoy **20% off** when purchasing 2 or more WeChat mini program items

***Materials Submission Deadline: 8 November 2024**



(Scan the QR code to view the WeChat Mini Program)

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Pre-show Publicity

3. Promotional eDM

Email blasting is one of the highly popular promotional items. Organizers will reach out to an extensive database covering tens of thousands of visiting prospects covering PCB and EA related industry sectors. This helps you draw attention from our prospects easily.

3.1 Banner Advertisement: charge according to number of sending

No. of Sponsors	Maximum of 15 Sponsors. Total 5 times of email blasting, 3 sponsors for each email
Location	Exact position to be decided by the organizers and link to sponsor's website
Format	JPG / PNG (file to be provided by advertiser)
Sponsorship Fee	RMB 4,770 (Tax included) / HKD 5,490 / USD 710

***Materials Submission Deadline : 8 November 2024 (on first-come, first-served basis)**



**For reference only*

3.2 Product Highlights on eDM (Pay-Per-Use)

No. of Sponsor	Maximum of 15 advertisers. Total 5 times of email blasting, 3 sponsors for each email
Production	Maximum of 300 words product highlight with booth number and product photo; content and images to be provided by the sponsor
Location	Exact position to be decided by the organizers
Sponsorship Fee	RMB 5,830 (Tax included) / HKD 6,710 / USD 860

3.3 Banner Advertisement + Product Highlights on eDM: (Pay-Per-Use)

No. of Sponsor	Maximum of 10 advertisers. Total 5 times of email blasting, 2 sponsors for each email
Production	Maximum of 300 words product highlight with booth number and product photo; Banner artwork, product info and images to be provided by the sponsor
Location	Exact position to be decided by the organizers
Sponsorship Fee	RMB 9,540 (Tax included) / HKD 11,000 / USD 1,410

***Materials Submission Deadline : 8 November 2024 (on first-come, first-served basis)**

Pre-show Publicity

4. Official WeChat Promotion

The Show official WeChat account “PCB_SMT” is one of the essential promotional platforms, which has accumulated thousands of PCB fans. Promoting your brand and products via WeChat can enhance the influence of your company within the industry and bring you more business opportunities.

乘势AI浪潮，2024国际电子电路（深圳）展览会（HKPCA Show）将于12月4-6日在深圳盛大举办！

HKPCASHOW国际电子电路深圳展
2024-05-10 17:56 广东 1人听过

4.1a Banner advertisements on Wechat - the top of primary post

AI技术拉动PCB发展

AI技术拉动PCB发展

PCB行业将因全球人工智能浪潮的爆发，而迈入新一轮增长期。根据Prismark在2024年2月发布的报告，2023年全球线路板（PCB）总产值为695.17亿美元。从中长期看，产业将保持稳定增长的态势，2023 - 2028年全球PCB产值的预计年复合增长率达5.4%。中国大陆地区在2023年产值为377.94亿美元，全球占比54.4%，略有增加（与2022年全球占比相比）。

HKPCASHOW国际电子... 1 27 在看

Show）作为全球最具规模及影响力的行业盛会之一，每年吸引来自全球各地的品牌厂商及行业买家共赴盛会。上届展会观众达62,566人次，展位数合计3,263个。【点击回顾】去年12月展会盛况

今年展会规模有望超过上届，将启用深圳国际会展中心（宝安新馆）5、6、7及8号馆，四馆齐开，展览面积达80,000平方米，为全球线路板及电子组装行业人士提供最齐全的信息交流及采购平台。

4.1b Banner advertisements on Wechat - the middle of primary post

*图源2023年展会现场

七大主题展区覆盖整个产业链
AI技术广泛用于制造流程、质量控制等各环节

HKPCASHOW国际电子... 1 27 在看



欲了解更多展品预告、展商推介
请关注展会官方账号，及时接收最新信息！



4.1c Banner advertisements on Wechat - the bottom of primary post

HKPCASHOW国际电子... 1 27 在看

国际电子电路深圳展会
深圳港粤线路板会展服务有限公司
广东 深圳

国际电子电路（深圳）展览会—HKPCA show，覆盖整个PCB、SMT行业，展品涉及线路板生产、测试及电子组装应用的设备、智能制造技术、环保洁净技术及设备、线路板原材料/化学品等。
公众号：HKPCASHOW 国际电子电路深圳展
10条原创内容
14个朋友关注

关注 私信

视频

展商采访

4.2 Pin the video on top of Wechat Channels



HKPCASHOW国际电子电路深圳展

5月14日 17:45

全球线路板及电子组装领航盛会
HKPCA Show
12月盛大来袭

全球线路板及电子组装领航盛会——HKPCA Show将于12月盛大来袭！
12月4-6日，欢迎莅临深圳国际会展中心（宝安）参观HKPCA Show！

5月30日 15:10

4.3a Wechat blasting (headline)

4.3b Wechat blasting (secondary)

展会概览 观众登记 展会资料

*For reference only

Pre-show Publicity

#	Advertising Type	RMB (Tax included)	HKD	USD	No. of Sponsors	Duration	Specifications
4.1a	Banner advertisements on WeChat - the top of primary post	8,480	9,750	1,250	4 (8 exposures per exhibitor)	October - December	300mm(W) x105mm(H) Pixels · JPEG/PNG
4.1b	Banner advertisements on WeChat - the middle of primary post	6,360	7,320	940	4 (8 exposures per exhibitor)	October - December	300mm(W) x105mm(H) Pixels · JPEG/PNG
4.1c	Banner advertisements on WeChat - the bottom of primary post	4,240	4,880	630	4 (8 exposures per exhibitor)	October - December	300mm(W) x105mm(H) Pixels · JPEG/PNG
4.2	Pinned 3-min video post with 200 words introduction at Show WeChat Channel	3,710	4,270	550	20	1 week	/
4.3a	WeChat blasting (headline)	8,480	9,750	1,250	5	1 post	/
4.3b	WeChat blasting (subsequent post)	4,240	4,880	630	10	1 post	/

***Materials Submission Deadline: (on first-come, first-served basis)
banner (8 November 2024), WeChat post (10 days before the tweet)**



(Scan the QR code to view the Show official WeChat account)

Pre-show Publicity

5. Online Promotion Package

#	Advertising Type	RMB (Tax included)	HKD	USD	Duration	No. of Sponsors
5.1	Banner Advertisement Package <ul style="list-style-type: none"> website banner (HOME page) x1 eDM banner x1 times WeChat msg blasting banner (advertising banner) x 1 times (top banner) 3-min video with 200 words introduction at Show WeChat Video Account 	10,600	12,190	1,570	November - December	10
5.2	<ul style="list-style-type: none"> Special discount for purchasing any 2 or above pre-show publicity items: 2 items - 5% off ; 3 items - 10% off ; 4 items - 15% off ; all packages are excluded from the discount offer. 					

***Materials Submission Deadline: 8 November 2024 (on first-come, first-served basis)**

Pre-Show Publicity

6. Sponsorship Opportunities in Visitors' Registration System

The exhibition attracts tens of thousands of professional visitors who pre-register and register on-site every year. Purchasing this package will place your company's exposure in front of the interested professional visitors during the event, deepening their awareness of your company and boosting the traffic to your booth throughout the exhibition period.

#	Advertising Type	RMB (Tax included)	HKD	USD	No. of Sponsors
6.1	<ul style="list-style-type: none"> Banner on online pre-registration page and link to sponsor's website Banner on WeChat pre-registration page and link to sponsor's website Logo on pre-registration confirmation letter and link to sponsor's website <p>(August – December 2024)</p>	9,860	11,340	1,460	Maximum of 3 Sponsors
6.2	<p>Self-registration kiosk sponsor</p> <p>Display sponsor's banner (JPEG) on self-registration kiosk screen</p>	16,170	18,590	2,390	Exclusive sponsorship

- **Banner location to be decided by the organizer**
- **Materials Submission Deadline: 8 November 2024**

Pre-show Publicity

7. TikTok Video Promotion

The Show official TikTok account - Video Posting and Topping for 1 Week (7 days)

No. of Sponsors	Maximum of 10 sponsors
Location	Sponsor's video will be displayed on Show Highlights Page
Video Source	Provided by sponsor
Video Duration	No more than 3 mins
Format	MP4
Sponsor Fee	RMB 3,710 (Tax included) / HKD 4,270 / USD 550

***Materials Submission Deadline: 8 November 2024**



(Scan the QR code to view the TikTok account)



Onsite Publicity



Onsite Publicity

8. Show Bag

Show Bag works like a “walking advertising signs,” helping the sponsor to promote its brand within or outside the exhibition halls. It helps your company stand out from your competitors and draw more buyers’ visits to your booth. Relevant information about the Show will be printed on one side of the show bag with information about the sponsor on the other.



*Reference from 2023 Show

- **Joint Sponsorship will only be available when we received at least 2 applications.**
- **All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.**
- **Materials Submission Deadline: 8 November 2024**

8.1 Exclusive Sponsorship (first-come, first-served)

Production	Electronic file to be provided by the sponsor while the Fair. Organizers will be responsible for the production of show bags
Logo Format	AI*, PDF/JPG/ TIFF must be of minimum 300dpi resolution
Show Bag Size	425mm(W) x 220mm(H)
Sponsorship Fee	RMB 50,780 (Tax included) / HKD 58,390 / USD 7,490

8.2 Joint Sponsorship (Maximum 2 Sponsors)

Production	Electronic file to be provided by the sponsor while the Fair. Organizers will be responsible for the production of show bags
Logo Format	AI*, PDF/JPG/ TIFF must be of minimum 300dpi resolution
Show Bag Size	200mm(W) x 220mm(H)
Sponsorship Fee	RMB 26,450 (Tax included) / HKD 30,420 / USD 3,900

Onsite Publicity

9-10. Visitor Badge & Lanyard

Every registered visitor will be given a visitor badge for admission. The quantity of visitor's badge is expected to reach 20,000, providing sponsors with a highly impactful avenue of publicity. First impressions matter. Be the first brand that will be seen at the Show and the brand around everyone's neck. No one can miss it! Sponsors' logo will be printed on every lanyard. Your company's brand can be effectively and widely publicized throughout the duration of the show.

*Reference from 2023 Show



9. Visitor Badge

No. of Sponsor	Maximum of 3 sponsors (joint sponsorship; sequence in alphabetical order)
Production	Logo file to be provided by the sponsor
Logo Format	AI*, PDF/JPG/ TIFF must be of minimum 300dpi resolution
Badge Size	76mm (W) x 102mm (H)
Sponsorship Fee	RMB 17,950 (Tax included) / HKD 20,630 / USD 2,650

10. Lanyard

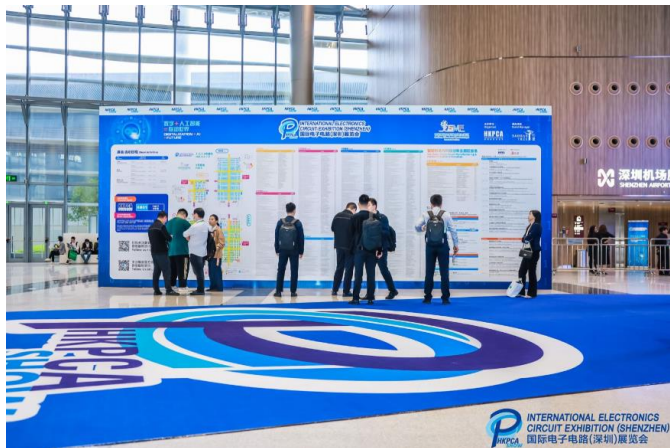
No. of Sponsor	EXCLUSIVE sponsorship (first-come, first-served)
Production	Logo file to be provided by the sponsor
Logo Format	AI*, PDF/JPG/ TIFF must be of minimum 300dpi resolution
Lanyard Size	15mm (W) x 900mm (L)
Sponsorship Fee	RMB 48,250 (Tax included) / HKD 55,480 / USD 7,120

- All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.
- Materials Submission Deadline: 8 November 2024

11. Main Navigation Board

It's common for visitors to locate exhibitors by referring to onsite navigation board. Now your brand can stand out by booking space on our Main Navigation Board. With a limit to the number of advertisers, this option will be grabbed up fast so book now and avoid disappointment.

#	Advertising Type	Location	No. of Sponsor	Sponsorship Fee
11.1	Company logo printed on the Main Navigation Board's Floor Plan	Floorplan on the main navigation board	10	RMB 15,900 (Tax included) / HKD 18,290 / USD 2,350
11.2	Company name highlighted on the Main Navigation Board's Exhibitor List	Exhibitor List on the main navigation board	10	RMB 10,600 (Tax included) / HKD 12,190 / USD 1,570
11.3	Special Package (11.1+11.2)	Floorplan & Exhibitor List of the main navigation board	10	RMB 21,200 (Tax included) / HKD 24,380 / USD 3,130



*For reference only

- **Materials Submission Deadline: 8 November 2024**

Onsite Publicity

12. Staff Uniform

Boost your corporate image! All staff at the exhibition will wear T-shirts printed with your company logo.

No. of Sponsor	EXCLUSIVE sponsorship (first-come, first-served)
Specification	150mm(W) x 100mm(H), to be printed at the back only
Production	Logo to be provided by the sponsor. The Organizers will be responsible for the production
Logo Format	AI*, PDF/JPG/ TIFF must be of minimum 300dpi resolution
Sponsorship Fee	RMB 26,500 (Tax included) / HKD 30,470 / USD 3,910

**For reference only*



- All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.
- Materials Submission Deadline: 8 November 2024

Onsite Publicity

13. Drinks/Snacks Distribution Area

#	Advertising Type	RMB (Tax included)	HKD	USD	No. of Sponsors	Production	Logo Format
13.1	<ul style="list-style-type: none"> Company's logo and name printed on the backdrop and signages in Drinks / Snacks Distribution Area Leaflet distribution in Drinks / Snacks Distribution Area Company's logo on Drinks /Snacks Distribution Area of the floorplan in Visitor Guide Company's logo on Drinks /Snacks Distribution Area of the floorplan in Show Directory 	15,900	18,290	2,350	Maximum of 5 Sponsors	Logo file and leaflet copies to be provided by the sponsor. The organizers will be responsible for production & leaflet distribution.	AI*, PDF/JPG/ TIFF must be of minimum 300dpi resolution

**All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.*

**Materials Submission Deadline: 8 November 2024*

Onsite Publicity

13. Drinks/Snacks Distribution Area

#	Advertising Type	RMB (Tax included)	HKD	USD	No. of Sponsors	Production	Logo Format
13.2	Company's logo will be printed on Drinks /Snacks Distribution Area beverage redemption coupons and bottled water wrappers	37,100	42,660	5,470	Exclusive sponsorship	Logo file and leaflet copies to be provided by the sponsor. The organizers will be responsible for production & leaflet distribution.	AI*, PDF/JPG/ TIFF must be of minimum 300dpi resolution
13.3	Company's logo will be printed on Drinks /Snacks Distribution Area beverage redemption coupons and bottled water wrappers	21,200	24,380	3,130	Maximum of 2 Sponsors	Logo file and leaflet copies to be provided by the sponsor. The organizers will be responsible for production & leaflet distribution.	AI*, PDF/JPG/ TIFF must be of minimum 300dpi resolution

**All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.*

**Materials Submission Deadline: 8 November 2024*

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Onsite Publicity

14. Shuttle Bus Sponsor

Title Sponsors will enjoy both preshow and onsite privileges, which include

1. Appreciation message blasted in Show WeChat message x 2 times
2. Appreciation message included in Show eDM x 2 times
3. Company logo included in the confirmation letters to the buyer delegation groups
4. Promotional materials distributed to the buyer delegation groups (company/product introduction)
5. Company name and booth number mentioned in the Welcome message onsite (around 10-12 shuttle buses)



**Reference from 2023 Show*

No. of Sponsor	Maximum of 2 Sponsors
Production	Logo file and promotional materials to be provided by the sponsor. The organizers will be responsible for production & leaflet distribution.
File Format	AI*, PDF/JPG/ TIFF must be of minimum 300dpi resolution
Sponsorship Fee	RMB 10,600 (Tax included) / HKD 12,190 / USD 1,570

****All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.***

Onsite Publicity

15. Video Promotion via WeChat

Not satisfied with the text promotion? The organizers newly introduce a 3-minute video promotion, either onsite exhibitor interview or product introduction. The video will be blasted in the Show official WeChat channel for 2 times (one during onsite period and the other one after show).

No. of Sponsor	Maximum of 5 Sponsors
Production	Organizers will be responsible for the production
Duration	3 minutes
File Format	MP4 (file size less than 200MB)
Sponsorship Fee	RMB 5,830 (Tax included) / HKD 6,710 / USD 860



(Scan the QR code to view the Show official WeChat channel)



展商采访视频

2023年5月24-26日
深圳国际会展中心（宝安）1, 2, 4号馆

合集: 展商采访

共 11 个视频



1【展商采访回顾】广东金玛印刷机械有限公司在上届#国际电子电路...

♡ 16



2【展商采访回顾】深圳市众博信科技有限公司在上届#国际电子电路...

♡ 6



3【展商采访回顾】上海朴维自控科技有限公司 @Topway 朴维科技 在...

♡ 3



4【展商采访回顾】江西省航宇新材料股份有限公司在上届#国际电子...

♡ 4



5【展商采访回顾】苏州天准科技股份有限公司在上届#国际电子电路...

♡ 5

*For reference only

Onsite Publicity



16. On-Site Digital Signage Promotion

The LED screen are the focal point of attention, providing companies with a premium display opportunity. During the show, the screen will continuously display the exhibitors' promotional videos, helping companies gain significant exposure and enhance brand awareness.



**For reference only*

No. of Sponsor	Maximum of 20 Sponsors
Location	LED screen used at Opening Ceremony
Video Source	Provided by sponsor
Duration	Maximum 1 minute
File Format	MP4
Duration	During the exhibition (4-6 December 2024)
Sponsorship Fee	RMB 12,720 (Tax included) / HKD 14,630 / USD 1,880

***Materials Submission Deadline: 8 November 2024**

Onsite Publicity

17. Advertisement in the Official Show Directory

The circulation of the official Show Directory will be distributed to all exhibitors, visitors and VIPs. With information about the show and exhibitors, the Show Directory is a definitive buyers' guide for all visitors.

Production	CTP, electronic ad file to be provided by advertiser
File format	*PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Trim Size	185mm(W) x 250mm(H)
Bleed Size	191mm(W) x 256mm(H)
Materials Deadline	8 November 2024

****All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.***

**For reference only*

Onsite Publicity

17. Show Directory Rate Card

#	Ad Position (4 Color)	No. of Sponsor	RMB (Tax included)	HKD	USD
17.1	Inside Front Cover (Left)	1	15,900	18,290	2,350
17.2	First Page (Right) Page 1	1	15,900	18,290	2,350
17.3	Page 2 & 3	1	12,720	14,630	1,890
17.4	Inside Back Cover (Right)	1	12,720	14,630	1,890
17.5	Back Cover	1	21,200	24,380	3,130
17.6	ROP	15	6,890	7,930	1,020
17.7	Spread Page	5	12,720	14,630	1,880
17.8	Bookmark	3	26,500	30,470	3,910
17.9	Wrapper	1	37,100	42,660	5,470

Onsite Publicity

17. Show Directory Rate Card

#	Ad Position (4 Color)	No. of Sponsor	RMB (Tax included)	HKD	USD
17.10	Company's name highlighted on floor plan	15	6,150	7,070	910
17.11	1C logo in sponsor's profile	20	1,910	2,200	290
17.12	Hybrid Promotions a) company highlighted in exhibitor list and floor plan on Website, Show Directory and Visitor Guide b) 1C exhibitor logo in exhibitor profile page on Show Directory	20	10,600	12,190	1,570
17.13	Advertising Bundle (ROP) <ul style="list-style-type: none"> • 1 full-page ad in Show Directory (ROP) • 1 full-page ad in 2024/Q1 HKPCA Journal • 1 banner ad in Visitor's Guide 	N/A	8,480	9,750	1,250

18. Visitor Guide

The Fair Organizers will produce Visitor Guide containing a floor plan of all booths as well as a comprehensive exhibitor list. The Visitor Guide will be distributed to every visitor for free, helping visitors quickly locate the booths they want to visit. It provides you with many publicity channels to attract your target buyers!

#	Ad Position (4 Color)	No. of Sponsor	RMB (Tax included)	HKD	USD
18.1	<ul style="list-style-type: none"> Back Cover Advertisement (ROP) Offer banner advertisement, company highlighted in exhibitor list and floor plan by free 	1	21,200	24,380	3,130
18.2	<ul style="list-style-type: none"> Banner Advertisement (Size: 74mmW x 40mmH) Offer company highlighted in exhibitor list and floor plan by free Exact position to be decided by the organizers 	5	5,300	6,100	790
18.3	Exhibitor's Name highlighted in the Exhibitor Listing	20	1,280	1,470	190
18.4	Company Logo printed on the Floor Plan	10	1,910	2,200	290
18.5	Hybrid Promotions <ul style="list-style-type: none"> Company highlighted in exhibitor list and floor plan on Website, Show Directory and Visitor Guide 1C exhibitor logo in exhibitor profile page on Show Directory 	20	10,600	12,190	1,570

**File format: PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi*

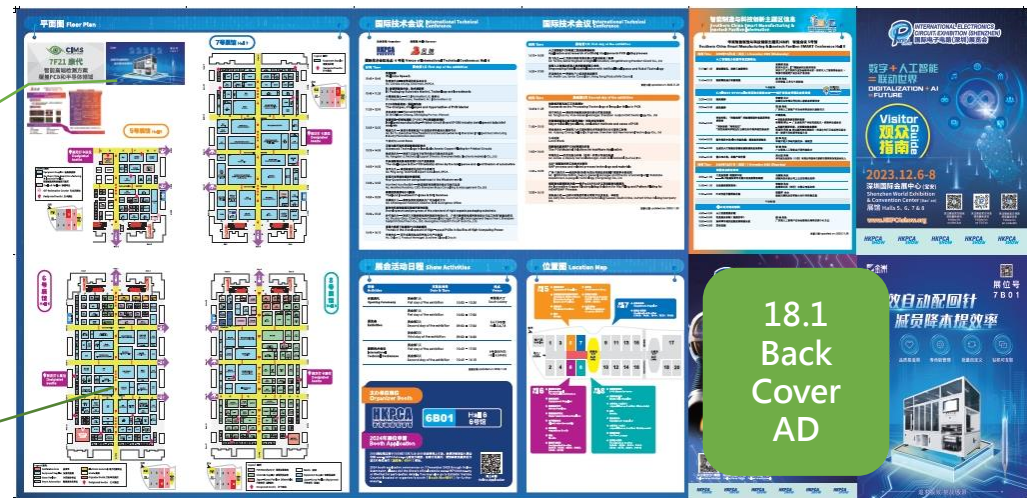
***All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.*

Onsite Publicity

18. Visitor Guide – Advertising Samples (For reference only)

18.2
Banner Ad

18.4 Logo on
floor plan



18.1
Back
Cover
AD

18.3
Company
highlight



Onsite Publicity

19. Visitor Gifts

Free gift will be distributed to visitors during the show period, sponsor's logo will be printed on the gift which enable your company's brand can be effectively and widely publicized throughout the duration of the show.

Sponsor's Privileges :

- Sponsor's Logo printed on gift
- Sponsor's Logo and booth number displayed on WeChat Lucky Draw page
- Sponsor's Logo printed on the backdrop of the gift redemption booth
- Special acknowledgement in the WeChat message about gift redemption

No. of Sponsor	Maximum of 5 Sponsors
Production	Logo file to be provided by the sponsor, output by the organizers
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 26,500 (Tax included) / HKD 30,470 / USD 3,910

****All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.***

Onsite Publicity

20. Promotion via Media Partners

More than 30 media partners from local and overseas, spanning from magazine to website, will help sponsors to get a higher exposure.

#	Promotion Format	No. of Sponsor	RMB (Tax included)	HKD	USD
20.1	Media Onsite Interview Arrangement <ul style="list-style-type: none"> Invite 1 x China industry media to conduct onsite interview The interview will be published after show To be charged per time 	10	8,480	9,750	1,250
20.2	Media Pre-show Interview Arrangement <ul style="list-style-type: none"> Invite 1 x China industry media to conduct pre-show interview The interview will be published in November 2024 To be charged per time 	10	5,300	6,100	790
20.3	Package Promotion (20.1+20.2)	10	10,600	12,190	1,570
20.4	Exposure on TV media <ul style="list-style-type: none"> Invite 1 x Guangdong TV media to conduct video interview at the sponsor's booth 	10	8,480	9,750	1,250

- **Organizer will provide selected media list to exhibitors, exhibitor will confirm the interview conduct by which media**
- **Application Deadline : 8 November 2024**

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On-Site Advertising Sponsorship



On-Site Advertising Sponsorship

21.1 Outdoor Billboards

No. of Sponsor	Maximum of 4 Sponsors
Location	Outdoor Plazas at South Lobby
Production	Electronic artwork file to be provided by advertiser
Specification	8m (W) x 4m (H)
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 21,200 (Tax included) / HKD 24,380 / USD 3,130
Material Deadline	8 November 2024



**All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.*

On-Site Advertising Sponsorship

21.2 Cylinder LED at South Lobby

No. of Sponsor	Maximum of 2 Sponsors
Location	Columns on the first floor of South Lobby
Production	Electronic artwork file to be provided by advertiser
Specification	7.1m (W) x 4.42m (H)
File Format	AI*, PDF/JPG/ TIFF must be in RGB mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 39,750 (Tax included) / HKD 45,710 / USD 5,860
Material Deadline	8 November 2024

****All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.***



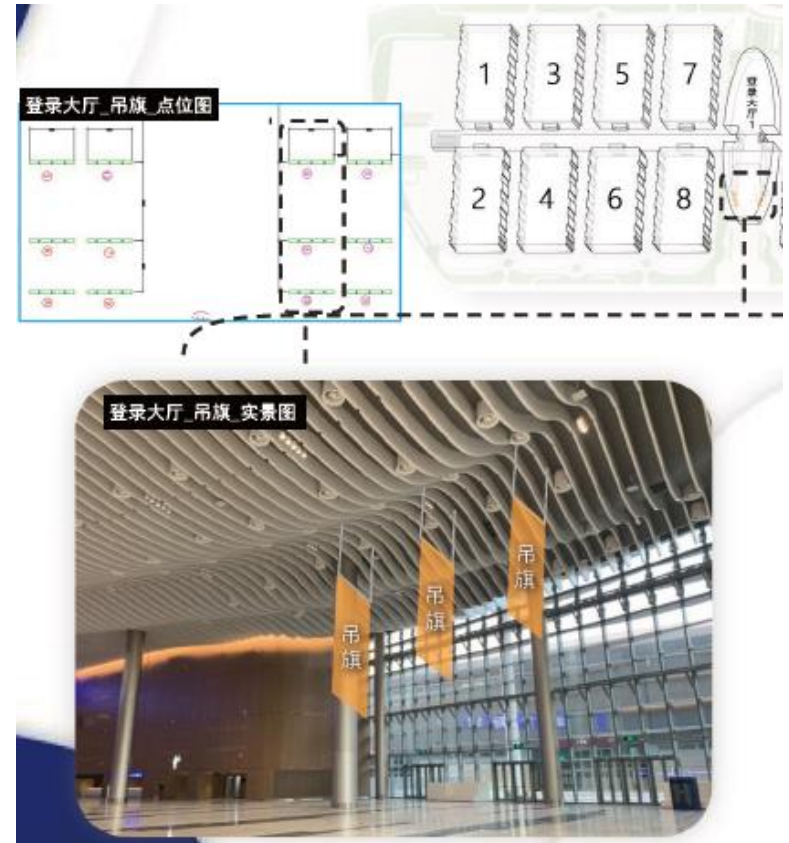
**For reference only*

On-Site Advertising Sponsorship

21.3 Hanging Banners (double-sided) at South Lobby

No. of Sponsor	Maximum of 6 Sponsors
Location	In the South Lobby
Production	Electronic artwork file to be provided by advertiser
Specification	4m (W) x 8m (H)
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 26,460 (Tax included) / HKD 30,420 / USD 3,900
Material Deadline	8 November 2024

**All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.*

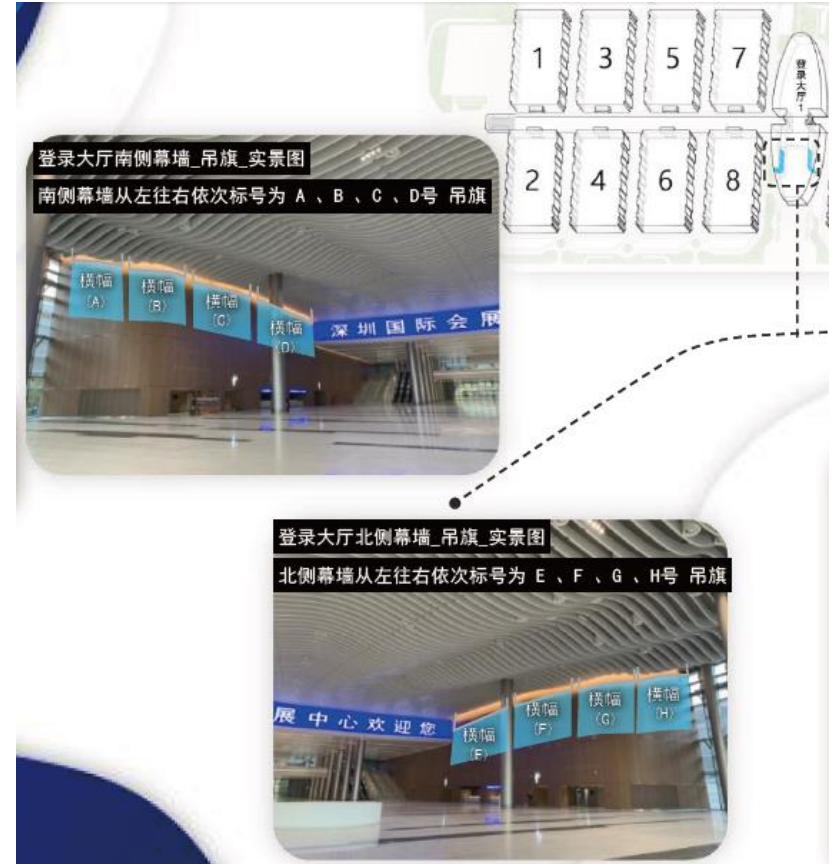


On-Site Advertising Sponsorship

21.4 Hanging Banners (single-sided) at the side of South Lobby

No. of Sponsor	Maximum of 4 Sponsors
Location	Banner (single-sided) above the service desk in South Lobby
Production	Electronic artwork file to be provided by advertiser
Specification	5m (W) x 6m (H)
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 18,610 (Tax included) / HKD 21,390 / USD 2,750
Material Deadline	8 November 2024

**All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.*



**For reference only*

On-Site Advertising Sponsorship

21.5 Staircase Stickers at South Lobby

No. of Sponsor	Maximum of 1 Sponsors
Location	staircase (L1 & L2) at South Lobby
Production	Electronic artwork file to be provided by advertiser
Specification	7.1m (W) x 7.5m (H)
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 24,770 (Tax included) / HKD 28,480 / USD 3,660
Material Deadline	8 November 2024



****All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.***

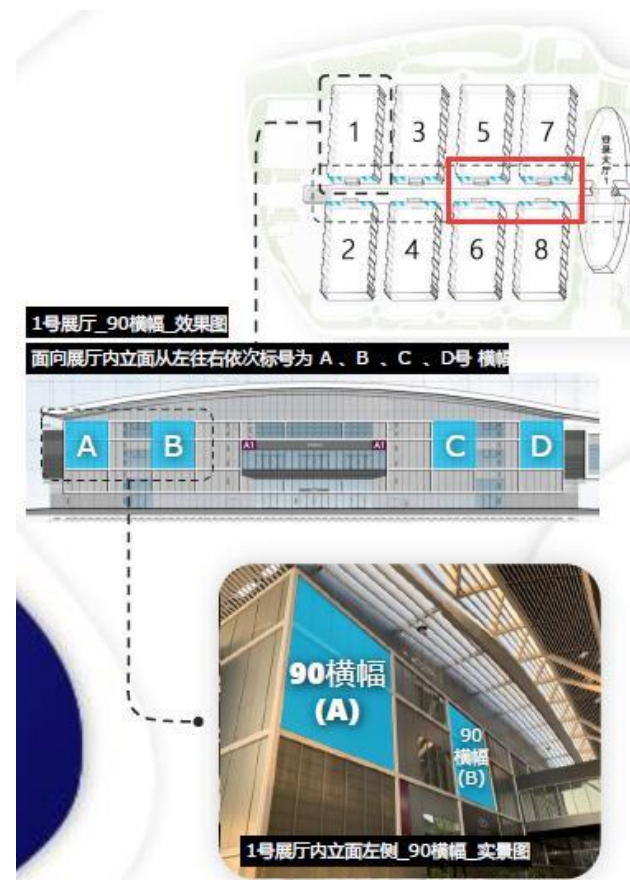
**For reference only*

On-Site Advertising Sponsorship

21.6 Banners in Exhibition Halls

No. of Sponsor	Maximum of 16 Sponsors
Location	Interior elevation of Halls 5-8 (near to the Central Corridor on L2)
Production	Electronic artwork file to be provided by advertiser
Specification	9m (W) x 10m (H)
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 46,510 (Tax included) / HKD 53,480 / USD 6,860
Material Deadline	8 November 2024

**All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.*



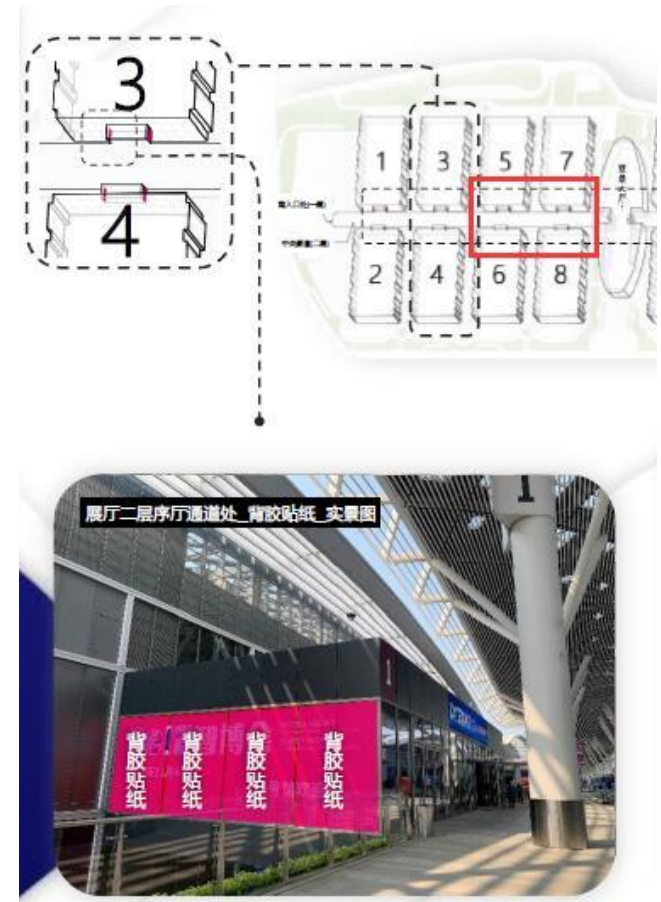
**For reference only*

On-Site Advertising Sponsorship

21.7 Glass Pane Stickers at the flank of Level 2 Entrance

No. of Sponsor	Maximum of 8 Sponsors
Location	Halls 5-8, the flank of L2 Entrance glass door
Production	Electronic artwork file to be provided by advertiser
Specification	12m (W) x 4m (H)
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 22,330 (Tax included) / HKD 25,670 / USD 3,300
Material Deadline	8 November 2024

****All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.***



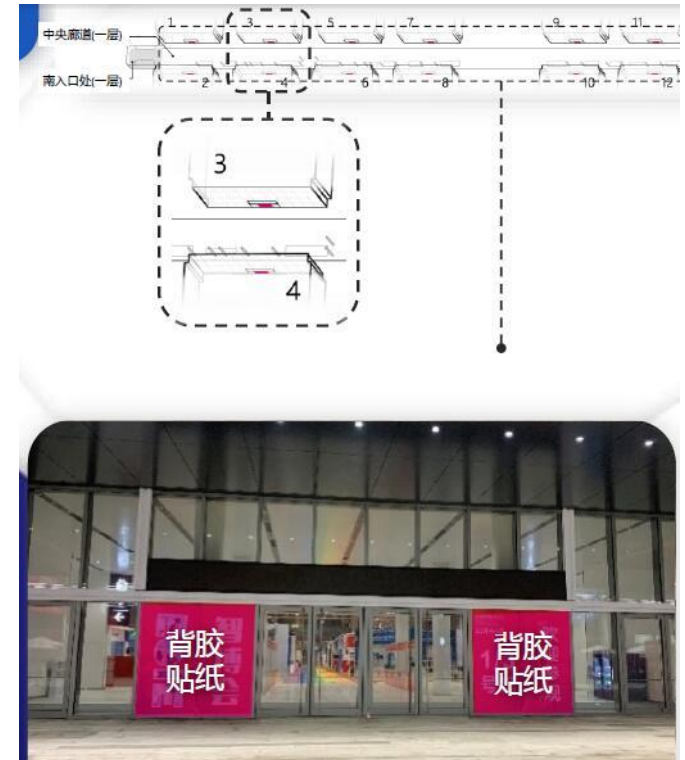
**For reference only*

On-Site Advertising Sponsorship

21.8 Glass Pane Stickers at Level 1 Entrance

No. of Sponsor	Maximum of 8 Sponsors
Location	the frontage of L1 Entrance
Production	Electronic artwork file to be provided by advertiser
Specification	3m (W) x 3m (H)
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 6,790 (Tax included) / HKD 7,800 / USD 1,000
Material Deadline	8 November 2024

**All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.*

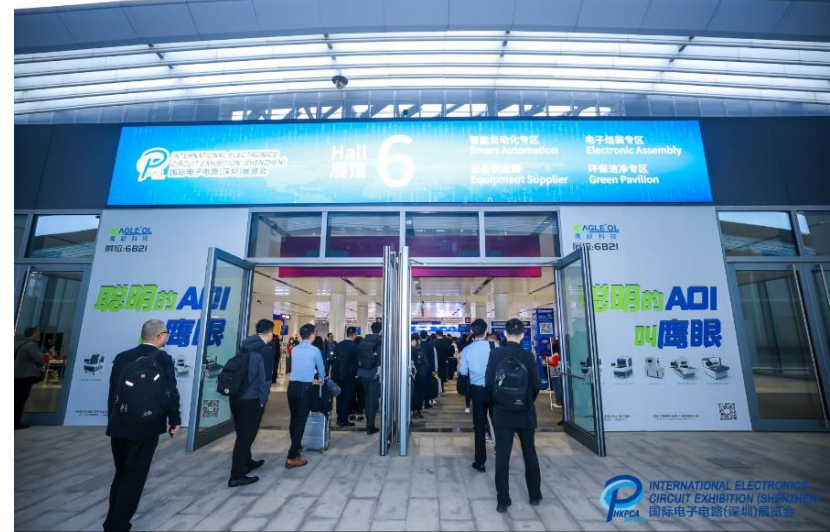


**For reference only*

On-Site Advertising Sponsorship

21.9 Glass Pane Stickers at Level 2 Entrance

No. of Sponsor	Maximum of 8 Sponsors
Location	the frontage of L2 Entrance
Production	Electronic artwork file to be provided by advertiser
Specification	3m (W) x 4m (H)
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 9,010 (Tax included) / HKD 10,360 / USD 1,330
Material Deadline	8 November 2024



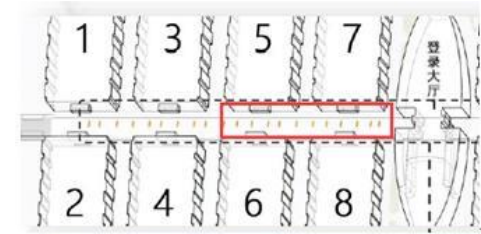
*For reference only

**All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.*

On-Site Advertising Sponsorship

21.10 Hanging Banners in Central Corridor

No. of Sponsor	Maximum of 10 Sponsors
Location	Level 1, Central Corridor (near to odd-numbered exhibition halls)
Production	Electronic artwork file to be provided by advertiser
Specification	6m (W) x 1.5m (H)
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 10,340 (Tax included) / HKD 11,890 / USD 1,530
Material Deadline	8 November 2024



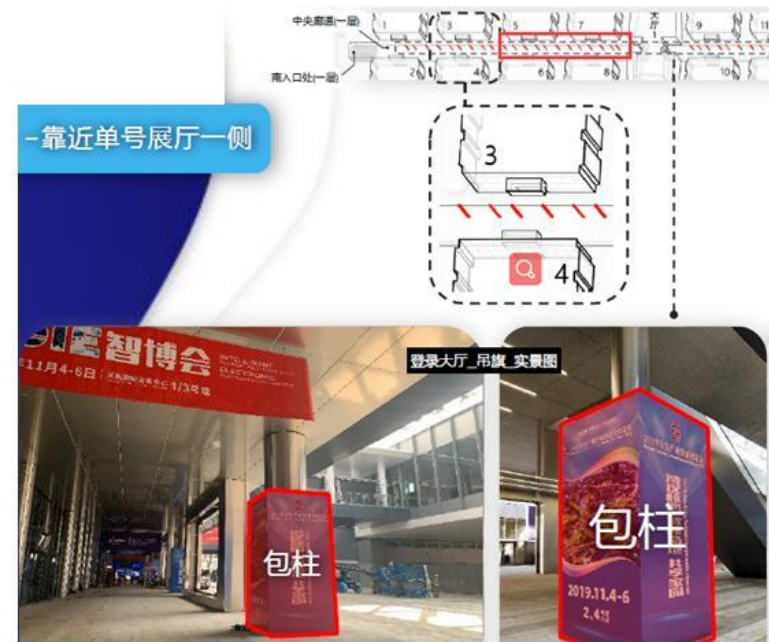
**For reference only*

****All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.***

On-Site Advertising Sponsorship

21.11 Pillar Ads

No. of Sponsor	Maximum of 10 Sponsors
Location	Level 1, Central Corridor (near to odd-numbered exhibition halls)
Production	Electronic artwork file to be provided by advertiser
Specification	2m (W) x 4m (H), 4 sides in total
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 13,230 (Tax included) / HKD 15,210 / USD 1,950
Material Deadline	8 November 2024



*For reference only

***All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.**

On-Site Advertising Sponsorship

21.12 Hanging Banners inside Exhibition Halls

Hanging banners located prominently in the exhibition hall will attract more attention since visitors will be able to see them above their heads. There are limited advertising quotas to be provided. Book immediately to ensure your brand is above your competition!

No. of Sponsor	Maximum of 10 Sponsors
Location	Inside exhibition hall (Exact location to be decided by the Fair Organizers)
Production	Electronic artwork file to be provided by advertiser
Specification	5m (W) x 5m (H), Double-sided
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 26,500 (Tax included) / HKD 30,470 / USD 3,910
Material Deadline	8 November 2024



**For reference only*

****All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.***

On-Site Advertising Sponsorship

21.13 Floor Stickers

Floor stickers on the show floor in the exhibition halls can have your company's brand and booth number printed on them. The information on the stickers will guide visitors directly to your booth and results will be highly effective in a busy hall!

No. of Sponsor	Maximum of 15 Sponsors
Location	Inside exhibition hall (Exact location to be decided by the Fair Organizers)
Production	Electronic artwork file to be provided by advertiser
Specification	100cm (W) x 100cm (H)
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 1,170 (Tax included) / HKD 1,350 / USD 180
Material Deadline	8 November 2024



**For reference only*

****All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.***

Special Event Sponsorship



Special Event Sponsorship

22. International Technical Conference

22.1 Gold Sponsorship

Privileges	<ul style="list-style-type: none">• Sponsor will be acknowledged as “Gold Sponsor”• Company logo (4C) to be displayed on the backdrop of International Technical Conference• Company logo (4C) to be displayed directional signage and related decorations of International Technical Conference• Company logo (4C) to be displayed on the promotional materials of International Technical Conference• 1 full-page (4C) Show Directory Advertisement (ROP)• 1 banner advertisement (4C) in visitor guide• 30-40 mins timeslot on the <u>FIRST show day</u> (Seminar/Discussion Forum OR Product Launch/ Press Conference)• Company’s promotional materials distributed at the reception counter of International Technical Conference• Onsite equipment will be provided by Organizers• 2 one-minute videos about the Conference will be showcased on official WeChat Channels• Company logo will be displayed on eDM about International Technical Conference	
No. of Sponsor	EXCLUSIVE sponsorship (first-come, first-served)	
Production	Logo and electronic ad file to be provided by the sponsor	
Specification	Show Directory Advertisement Trim Size - 185mm(W) x 250mm(H) Bleed Size - 191mm(W) x 256mm(H)	Banner Advertisement of Visitor Guide 74mm(H) x 40mm(W)
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi	
Sponsorship Fee	RMB 25,440 (Tax included) / HKD 29,250 / USD 3,750	

**All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.*

Special Event Sponsorship

22.2 Silver Sponsorship

Privileges	<ul style="list-style-type: none"> Sponsor will be acknowledged as “Silver Sponsor” Company logo (4C) displayed on the backdrop of International Technical Conference Company logo (4C) displayed directional signage and related decorations of International Technical Conference Company logo (4C) displayed on the promotional materials of International Technical Conference 1 half-page (4C) Show Directory Advertisement (ROP) 30-40 mins timeslot on the <u>SECOND show day or Third show day</u> (Seminar/Discussion Forum OR Product Launch/Press Conference) Company’s promotional materials distributed at the reception counter of International Technical Conference Onsite equipment will be provided by Organizers 1 one-minute videos about the Conference will be showcased on Show WeChat Company logo will be displayed on eDM about International Technical Conference
No. of Sponsor	Maximum of 3 Sponsors
Production	Logo and electronic ad file to be provided by the sponsor
Show Directory Advertisement Specification	Trim Size- 185mm(W) x 125mm(H) Bleed Size - 191mm(W) x 131mm(H)
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship Fee	RMB 12,720 (Tax included) / HKD 14,630 / USD 1,880

***All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.**

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Special Event Sponsorship

23.3 Speaking Session

Are you looking for a way to share the hottest industry information with the targeted attendees or maximize your exposure at 2024 Show? The International Technical Conference is absolutely the best option for you. Exhibitors can present their speech during the 30-40 min timeslot purchased. The Organizers would provide the following facilities & equipment:

80-pax Seats in Theatre Setting	LED equipment	Microphone	Podium
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In this event, presentation can be made in the following formats:

a) Seminar/ Discussion Forum

Through the seminar or discussion forum, you can share the insight speech with decision makers, purchasing managers or technical professionals from the PCB, Electronics Assembly, Equipment and Materials industries, who are thirsty for first-hand information and insight to successfully compete in the global economy.

With the comprehensive regional marketing campaign targeted at decision-makers, business and technical professionals, visitors may find the presence of seminar/ discussion forum to be promoted in the following areas of promotion:

- I. Printed Advertisement
- II. Online Promotion
- III. Email Campaign
- IV. Media Joint Promotion

b) Product Launch/ Press Conference

To increase your company exposure, you may make use of this opportunity to conduct Product Launch or Press Conference. In that session, you can promote your new products or new technology to your invited guests and media fully under your arrangement.

If you are interested in the International Technical Conference, please contact the Event Manager.

No. of Sponsor	Maximum of 8 Sponsors
Privileges	Exhibitors can present their speech or give presentation in the 30 min timeslot
Sponsorship Fee	RMB 5,300 (Tax included) / HKD 6,100 / USD 790

**Sessions will be grouped according to the format by Event Manager after submission deadline.*

*** Organizers reserve the final rights on all related arrangement.*

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Special Event Sponsorship

23. Welcome Dinner

Privileges	<ul style="list-style-type: none"> • Special acknowledgement in show directory • 1 full-page (4C) Show Directory Advertisement (ROP) • Company logo (4C) displayed on the backdrop of Welcome dinner • Company logo (4C) displayed on directional signage of Welcome dinner • Company logo (1C) displayed on the ticket of Welcome dinner • Commemorative trophy presented by the Show Organizer • Special acknowledgement in WeChat (Promotion of welcome dinner) x 2 times • Special acknowledgement in Press release x 2 times
No. of Sponsor	Maximum of 3 Sponsors
Production	Logo and electronic ad file to be provided by the sponsor
Show Directory Advertisement Specification	Trim Size - 185mm(W) x 250mm(H) Bleed Size - 191mm(W) x 256mm(H)
File Format	AI*, PDF/JPG/ TIFF must be in CMYK mode with a min. resolution of 300dpi
Sponsorship fee	RMB 37,100 (Tax included) / HKD 42,660 / USD 5,470

****All fonts must be converted to path. Images must be embedded into the file. Image resolution must not be less than 300dpi.***

Book our attractive promotional items to help your company stand out among other exhibitors and enhance your target customers' perception of your brand and products on show!

All these promotional items and sponsorship programs are limited. Contact us to reserve your items now!

- All Fees denominated in RMB shown in the brochure are tax included.
- Some sponsorship programs/items are limited and will be allocated on a “first-come, first-served” basis. Contact the Event Manager as soon as possible!

Enquiries: Baobab Tree Event – Event Manager

Ms. Rachel Lin

T: (86-20) 8984-8345/ (86) 133-6057-7973

E: info@hkpcashow.org