



IPB 2019

第十七届中国国际粉体加工/散料输送展览会
17th International Powder & Bulk Solids Processing
Conference & Exhibition

上海世博展览馆 4号馆

Hall 4, Shanghai World Expo Exhibition & Convention Center

2019. 10. 16 - 18

Marketing Manual

www.ipbexpo.com



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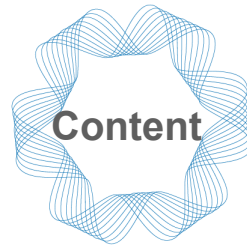
主办/Organized by



中国颗粒学会
Chinese Society of Particuology

NÜRNBERG MESSE





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1. Marketing Promotion Package

1.1 Free package

Deadline: 08.31.2019

For all exhibitors:

- Free catalogue entry
- Company newsletter in IPB website
- Company newsletter in Bulk-online.net
- E-invitation
- Online banner for company promotion (includes website, network, email, ads design)
- Individual H5 invitation
- Ticket & Show preview

1.2 Free package for premium exhibitors

For Zone A and Zone B above 36 sqm:

- E-newsletter: Product preview (EDM to visitor database, Quantity: 200,000)
- WeChat promotion: 100 characters product information and product photo (2 times per month)
- Show-preview: 100 characters company profile with product photo (Deadline:07.31.2019)
Media insertion & DM by organizer, Quantity:10,000
- Show-preview: company profile and product photos are published in the trade magazines *Process, Industrial Powder Process Industry, China Industrial Reporter, Coating and Ink China, Non-metallic Mine Development and Application*. (Choose 3 from 5)
- **Becoming a member of Chinese Society of Particuology (CSP) (1 year validity)**

1.3 Value-added package for exhibitors in Zone B

Deadline: 08.31.2019

<ul style="list-style-type: none"> • RMB 6,000 Original price: RMB9,000 	Publish company brief and product photo in 1 trade magazine	100 characters company brief with product photo in show preview	Mass email product preview in EDM and WeChat	Pre-show extra-value package on official website of CSP
<ul style="list-style-type: none"> • RMB 10,000 Original price: RMB 14,000 	Publish company brief and product photo in 2 trade magazine	Full page color Ad on back cover of show preview	Mass email product preview in EDM and WeChat	Pre-show extra-value package on official website of CSP
<ul style="list-style-type: none"> • RMB 20,000 Original price: RMB 25,000 	Publish company brief and product photo in 3 trade magazine	Full page color Ad on catalogue	Sidebar Ad on homepage of official website (Banner)	Pre-show extra-value package on official website of CSP

2. Pre-show Promotion

2.1 Online promotion-Banner

Deadline: 8. 31. 2019



IPB official website
www.ipbexpo.com



1. 117*200pixel
2. gif. or jpg. (300DPI)

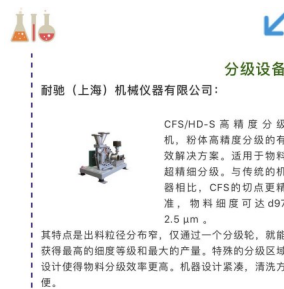
RMB 5,000/Banner

2.1 Online promotion-WeChat

Deadline: 8. 31. 2019

粉体制备技术及基本工艺流程，尽在IPB2018上海粉体展

winko IPB粉体展 2018-01-26



WeChat Subscription

1. Publish the introduction and photo of product

RMB 1,000/Article

2.2 Visitor ticket

Deadline: 5. 15. 2019



Publish: DM, industrial exhibitions and conferences, sending with magazines

Target: Professional buyers in powder industry

210mm(w) x 95mm(h) Quantity: 100,000 4-color **RMB 10,000**

(All printing materials exclude design fee)

* **NMC owns the final right of all advertisements and sponsorship of IPB**

2.2 Show preview Deadline: 6. 30. 2019

Position1

Position2

Position 1
210mm(h) x 100mm(w)
RMB 6, 000

Position 2
100 characters company
brief with product photo
RMB 2, 000

Publish: DM, industrial exhibitions and conferences, sending with magazines
Target: Professional buyers in powder industry
Quantity: 50,000

3. Show Period Promotion (Printing Material)

3.1 Advertisement in fair catalogue (Full page 4-color) Deadline: 8. 31. 2019

- 50% discount for previous exhibitors of IPB 2019**
- Ad on back cover **RMB 25, 000**
 - Ad inside front page **RMB 20, 000**
 - Ad on separating page **RMB 13, 000**
 - Ad inside page **RMB 10, 000**
 - Bookmark **RMB 15, 000**
 - Add logo on exhibitor profile **RMB 800**

(All printing materials exclude design fee)

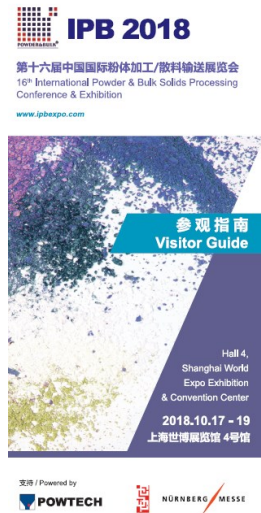
Publish: Distribution during exhibition, post-show DM
Target: All exhibitors and visitors of IPB 2019
Quantity: 10,000

* **NMC owns the final right of all advertisements and sponsorship of IPB**

Promotion Plan
Pre-show
Show Period (Printing)
Show Period (Sponsorship)
Show Period (Service)
Post-show (Publicity Service)

3.2 Advertising in visitor guide

Deadline: 9. 30. 2019



Visitor Guide

Exclusive Sponsorship

100mm x 100mm

RMB 8, 000

(All printing materials exclude design fee)

Publish: Distribution during exhibition, post-show DM

Target: All exhibitors and visitors of IPB 2019

Quantity: 10,000

4. Show Period Promotion (Advertising Material)

4.1 Advertisement in badge & visitor lanyard

Deadline: 8. 31. 2019



Position



150mm(h) x 100mm(w)

Quantity: 10, 000个

RMB 8,000

(Exclude design fee)

2cm (w)

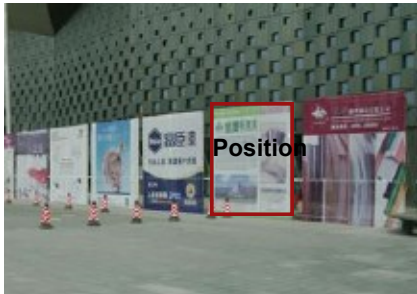
Quantity: 10,000根

RMB 8,000

(Exclude design fee)

4.2 Other onsite advertisement

Deadline: 9. 30. 2019



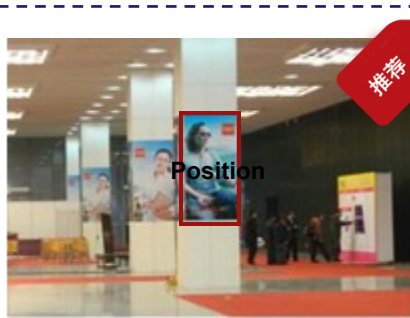
Movable outside board (South and North Square)
RMB 25,000
 Quantity: 1 piece
 Size: 8.5m (w) x4m (h)



Movable outside board
RMB 10,000
 Quantity: 1 piece
 Size: 6m (w) x4m (h)

4.3 Pillar advertisement

Deadline: 9. 30. 2019



Pillar AD
RMB 9,000
(Include production)
 Quantity: 1 Pillar (4 sides)
 Size: 1.16m (w) x2.4m (h)



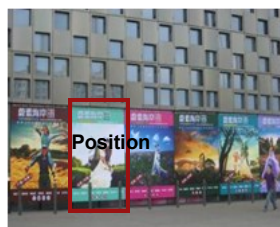
Small Pillar (Sunken Ground)
RMB 8,000
(Include production)
 Quantity: 1 pillar (4 sides)
 Size: 0.9m (w) x4.8m (h)

4.4 Foot print & glass sticker

Deadline: 9. 30. 2019



Foot Print
RMB 500/piece
(include production)
 Quantity: Min20
 Size: 1m (w) x1m (h)



Glass Sticker
RMB 5000
 Quantity: 1 piece
 Size: 2.15m (w) x2.95m (h)

4.5 Gift sponsorship

Deadline: 6. 20. 2019



Mineral water

Target: Exhibitors、 professional visitors、VIP、 seminar attendees

RMB 20,000

Quantity: 10,000

(include production)



Exhibition bag

Target: Exhibitors、 professional visitors、VIP、 seminar attendees

RMB 20,000

Quantity: 10,000

Attentions: Suggest white as background color

(include production)

4.6 Seminar room booking

Deadline: 9. 30. 2019



Seminar room (in the hall)

RMB 5,000/1 hour RMB 8,000/2 hours



Seminar room (out of the hall)

RMB 6,000/1 hour RMB 9,600/2 hours

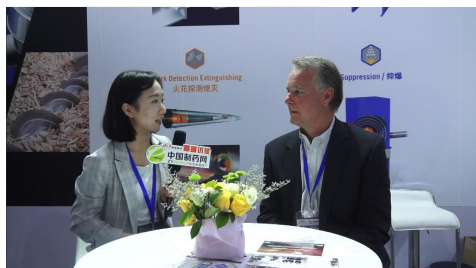
Attentions:

- 1. Only for 2019 exhibitors.**
- 2. As the shortage of seminar rooms, please make a reservation with sponsor in advance.**

5. Show Period Characteristic Service

5.1 Live media interview

Deadline: 9.30. 2019



Participation methods and requirements:

- Contact organizer in advance for media interview needs;
- Only for exhibitors who have new technology and products;
- Only 2 medias can be selected for each exhibitor.

Value of interview:

- increase brand and products exposure
- Post-show publicity by organizer
- Post-show publicity by industrial media experts

(Free)

5.2 Powder material wall

Deadline: 9.30. 2019



Powder material wall

About 100 kinds of powder materials build a bridge between exhibitors and visitors.

Participation methods:

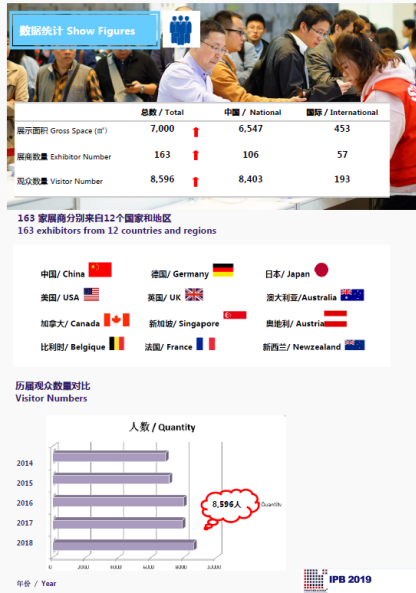
Submit application form → Audit → Mail powder materials to the designated address → Organizer collects the powder materials and makes name-plates by packaging.

Participation value:

IPB2019 exhibitors can provide equipment processing/transmission/measurement/safety control/ related powder materials. The display wall will be the most direct way to promote the function of powder equipment, so that buyers know more about your equipment.

6. Post-show Publicity and Service

6.1 Post-show report



Post-show report

- Exhibition data analysis, clear understanding of the exhibition;
- Share the wonderful moments of the exhibition, booth and exhibitors pictures.

6.2 Post-show media report & media clipping



Post-show media report

- Continuous media effect, improve publicity exposure rate;
- Personalized media clipping for exhibitors throughout the year.

6.3 Post-show value-added service—Chinese Society of Particuology (CSP)

As the largest "one-stop" exhibition in the field of powder and bulk materials in China, IPB not only promotes for exhibitors through the industry magazines, exhibition electronic journals, show preview and WeChat, but also provides rich value-added services with CSP to strengthen enterprise publicity after the exhibition.

Post-show value-added services include:

- 1、 Publish free enterprise news and technical articles and other information in CSP official website;
(Validity: after exhibition until October 2019)
- 2、 10% off to buy advertisement position on CSP official website ;
- 3、 10% off to become a member of CSP ;
- 4、 Old exhibitors who have participated in IPB for three times or above can publicize the product pictures and Logo on the homepage of CSP official website for free;
(Validity: after exhibition until October 2019)
- 5、 Enjoy priority to sponsor all kinds of academic or technical exchange meetings sponsored by CSP and receive 10% off.



Official website of CSP: <http://www.csp.org.cn>

Promotion Plan

Pre-show

Show Period
(Printing)

Show Period
(Sponsorship)

Show Period
(Service)

Post-show
(Publicity Service)

Order Form

Company:	Booth No.:
Contact person:	Phone:
Fax:	Email:
Signature & Stamp:	Date:

Please tick		
1. Marketing promotion package		
1.3 Value-added package for exhibitors in Zone B		
<input type="checkbox"/> RMB 6,000	<input type="checkbox"/> RMB 11,000	<input type="checkbox"/> RMB 22,000
2. Pre-show promotion		
2.1 Online promotion		
<input type="checkbox"/> 117*200pixel Quantity: _____ (RMB 5,000/Banner)	<input type="checkbox"/> WeChat (RMB 1,000/Article)	Show Preview
	2.2 Printed advertisement	<input type="checkbox"/> Position 1 (RMB 6,000)
	<input type="checkbox"/> Visitor Ticket- 4-color Ad (RMB 1,000)	<input type="checkbox"/> Position 2 (RMB 2,000)
<small>(All printing materials exclude design fee)</small>		
3. Show Period Promotion		
3.1 Advertisement in fair catalogue		
<input type="checkbox"/> Back cover (RMB 25,000)	<input type="checkbox"/> Inside page (RMB 10,000)	3.2 Advertisement in visitor guide
<input type="checkbox"/> Inside front page (RMB 20,000)	<input type="checkbox"/> Bookmark (RMB 15,000)	
<input type="checkbox"/> Separating page (RMB 13,000)	<input type="checkbox"/> Exhibitor profile (RMB 800)	
<small>(All printing materials exclude design fee)</small>		
4. Show Period Promotion		
4.1 AD in badges & lanyard		
<input type="checkbox"/> Badges 150mm (h) x100mm(w) Quantity: 8,000 (RMB 8,000)	4.3 Pillar AD	4.5 Gift Sponsorship
<input type="checkbox"/> Visitor lanyard AD 2cm (w) Quantity: 8,000 (RMB 8,000)	<input type="checkbox"/> Pillar AD Quantity: 1 (RMB 9,000) Size: 1.16m(w)x2.4m(h) 4 sides	<input type="checkbox"/> Mineral Water Quantity: 10000 (RMB 20,000)
4.2 Other onsite advertisement	<input type="checkbox"/> Small Pillar AD Quantity: 1 (RMB 8,000) Size: 0.9m(w)x4.8m(h) 4sides	<input type="checkbox"/> Exhibition bags Quantity: 10000 (RMB 20,000)
<input type="checkbox"/> Movable outside board (South and north square) Quantity: 1 (RMB 25,000) Size: 8.5m(w)x4m(h)	4.4 Foot Print &Glass sticker	4.4 Seminar Room Booking
<input type="checkbox"/> Movable outside board Quantity: 1 (RMB 10,000) Size: 6m(w)x4m(h)	<input type="checkbox"/> Foot Print Size: 1m (w) x 1m(h) Quantity: Min 20 (RMB 500/piece)	Seminar Room (in the hall)
	<input type="checkbox"/> Glass Sticker Size: 2.15m (w) x 2.95m(h) Quantity: 1piece (RMB 5000)	<input type="checkbox"/> RMB 5,000/1 hour
<small>(All printing materials exclude design fee)</small>		
5. Show Period Service		
<input type="checkbox"/> Live media interview	<input type="checkbox"/> Powder material wall	
6. Post-show Publicity and Service		
<input type="checkbox"/> Post-show report	<input type="checkbox"/> Post-show media report & media clipping	<input type="checkbox"/> Post-show value-added service— Chinese Society of Particuology

Please return this form via fax or email to NürnbergMesse China Co., Ltd. Mrs. Sherry Cheng

Fax: +86(0)21. 52284011 Email: sherry.cheng@nm-china.com.cn

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