

Your Advertising Campaign at Industrial Automation BEIJING 2015!

About IA BEIJING 2015:

As the most important industrial automation exhibition in northern China, the Industrial Automation Beijing 2015 (IA BEIJING 2015) will be opened on 13-15 May at Beijing Exhibition Center with a completely new layout. Hosted by Chinese Mechanical Engineering Society (CMES) and jointly organized by Hannover Milano Fairs Shanghai Ltd., Deutsche Messe AG and CMES, IA BEIJING 2015 will realize an all-round expansion in scale.

Exclusive Official
Print & Digital Edition

Why choose the official show daily?

- ✓ The ONLY Show Daily officially permitted to circulate at the show. Make sure visitors see you and visit your booth!
- ✓ Drive traffic to your booth and promote your products, services on display; your company name and logo, a special offer, an event and etc.
- ✓ Various ad positions to choose from to maximize your presence at the show and increase your exposure.
- ✓ Your cost-effective marketing channel to reach every visitor attending the show. The Digital Edition reaches audience beyond the show and it is also promoted to a broader audience via the Show e-Newsletter.
- ✓ The Digital Show Daily hosted on our website, added to iTunes and Google Play Apps. It is fully interactive and your ads will be linked to your product showrooms or videos on our website.

Distribution
First Day: 8,000
Second Day: 8,000

The collage features the 'Show Daily' magazine cover for the 2015 Beijing International Industrial Automation Exhibition. Below the cover is a page titled 'Industry Analysis: Industrial Robot Installation Growth' with the headline 'Substantial Increase of Industrial Robot Installations is Continuing'. To the right is a list of featured topics for the exhibition, including 'High-end CNC Machine Tools', 'FAIPA 2015 International Exhibition of Automation Technology Equipment', and 'Energy, Safety, Quality: The New Era of Automation'.

Print & Digital

Call to Reserve Your Space!
Ad Booking Deadline: April 17, 2015

Industrial Automation BEIJING 2015 SHOW DAILY AD SIZES (Print & Digital version)

* Link your digital Ads to showrooms, videos or your website

A: Cover 1 1/4 page horizontal

Size(non-bleed): 123mm (W) x175mm (H)

Advantages:Premium cover position first to be seen, reach more target buyers effectively, remind them to visit your booth.

Nobody else will get their ads on the cover.

Rate (US\$): 1,470



A: Cover 1
1/4 page horizontal

B2:
First page
Full page
4C



B1:
Cover 2
Full page 4C

B1/B2: Cover 2 or first page, Full page 4C

Size: Non-bleed 246mm (W) x 350mm (H)

Bleed 266mm (W) x 376mm (H)

Exclusive of 3mm bleed for each size

Advantages:With a full page size in the cover, Page 2 or first page, make your brand stand out for your target buyers to see. Your high-impact and relevant information in a well-presented format to get more buyers to visit your booth first!

Rate (US\$): 2,480

C: Cover 3 Full Page 4C

Size: Non-bleed 246mm (W) x 350mm (H)

Bleed 266mm (W) x 376mm (H)

Exclusive of 3mm bleed for each size

Advantages:Give high-level exposure to your brand through this cost-effective channel to attract your target buyers to your booth.

Rate (US\$): 2,140



C: Cover 3
Full Page 4C

Industrial Automation BEIJING 2015 SHOW DAILY AD SIZES (Print & Digital version)

* Link your digital Ads to showrooms, videos or your website



先进的干雾加湿器AKIMist™E"03C型
最新一代雾化室内干雾加湿器(AKIMist™E"03C型)可以防止静电的产生。

本产品采用先进的雾化原理及雾化喷嘴，具有不易堵塞的特点，可长时间使用，无需任何维护。

AKIMist™E"03C型加湿器，广泛应用于电子行业、印刷行业、涂装行业、除尘净化系统外，还可广泛应用于医药、食品、纺织等行业，并可依据工厂内的实际情况，进行加湿。

**D: Back Cover
Full Page 4C**

上海工业自动化设备展览会
地址：上海世博展览馆（浦东新区龙阳路3511号）
Tel: 021-60400272 Fax: 021-60400273

D: Back Cover Full Page 4C

Size: Non-bleed 246mm (W) x 350mm (H)
Bleed 266mm (W) x 376mm (H)
Exclusive of 3mm bleed for each size

Advantages: The best position at Show Daily in large sized design to drive traffic to your booth. Make your brand stand out in this highly competitive marketplace.

Rate (US\$): 2,810

E: Inside Full Page 4C

Size: Non-bleed 246mm (W) x 350mm (H)
Bleed 266mm (W) x 376mm (H)
Exclusive of 3mm bleed for each size

Advantages: Be seen in the official Show Daily with a full page ad next to all the important news from the show each day.

Rate (US\$): 1,690

更安全/更专业/更高性价比
为您的工厂设备的安全防护加分



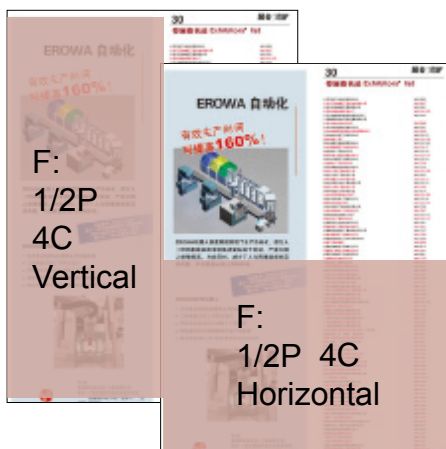
专业制造
安全光栅
测厚光栅
差速光栅

提供各类工业安全解决方案！

**E: Inside
Full Page 4C**

诚招各地代理
电话: 021-64748363 54261725 54261726
传真: 021-64275294 www.sh-sensor.com

* Below ad sizes are all non-bleed size



F:
1/2P
4C
Vertical

F:
1/2P 4C
Horizontal

F: 1/2P 4C

* Size:
Vertical: 123mm (W) x 350mm (H)
Horizontal: 246mm (W) x 175mm (H)
Rate (US\$): 1,410



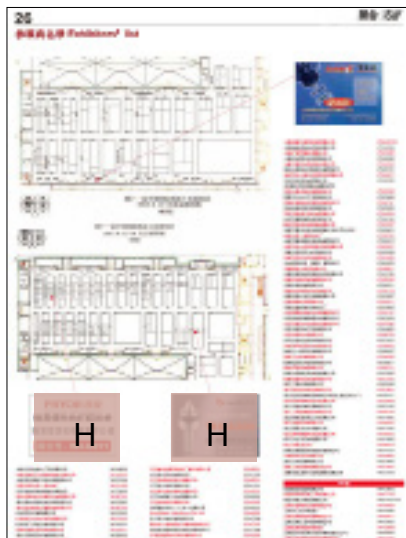
G:
1/4P
4C

G: 1/4P 4C

* Size:
246mm (W) x 85mm (H)
Rate (US\$): 900

Industrial Automation BEIJING 2015 SHOW DAILY AD SIZES (Print & Digital version)

* 電子版廣告可以直接連結到您的產品展示廳、供應商視頻以及網站頁面



H: Business Card

* Size: 55mm (W) x 40mm (H)

Mark your brand, company name and booth information on the exhibitors show floor plan. Shows the exact location of your booth!

Your Business Card ad is positioned on floor plan with arrow pointing to your booth.

Rate (US\$): 350

I: Exhibitor Highlight

* Size: 120mm (W) x 60mm (H)

An exhibitor highlight provides clear information about your company and products, as well as guides them to your booth.

Exhibitor Highlight: 1 photo, 50 words text, booth number and contact details.

Rate (US\$): 220

For more information on our advertising services, please email to marketing@ringiertrade.cn or contact:

Mainland China	Marco Chang	marco@ringiertrade.com	Tel +86-21 6289-5533 Ext 101
Hongkong	Mike Hay	mchhay@ringier.com.hk	Tel +852 2369-8788 Ext 11
Taiwan	Kelly Wong	kwong@ringier.com.hk	Tel +886 989 001 769

Toll Free Hotline: Mainland China 800-820-0083

Hong Kong / Taiwan / International 800-1122-8811

Call to Reserve Your Space!

Ad Booking Deadline: April 17, 2015

Show e-Newsletter

The Best Way to Maximize Your Brand Exposure before, during and after IA BEIJING 2015

Why choose the show daily ?

- Each Daily e-Newsletter will highlight new technologies and products that will be displayed during IA BEIJING 2015 and will contain "live" coverage from the show each day as well as link to content in the Digital Show Daily .
- Each Show Daily e-Newsletter will reach decision makers in the industry and links to related vertical website where the "Industrial Automation BEIJING 2015 Show Coverage" section is located.
- Sponsor ads in our Daily e-Newsletter: Your ads will link to your Online Product Showrooms or other websites.
- Drive traffic to your site, inform your customers of your latest products.
- The Daily e-Newsletter can be viewed via all Android mobile devices and iPhone/iPad.
- Your ad will reach **55,940** target buyers with Show e-Newsletter mailed.

Industrial Automation BEIJING 2015 Ad Positions (Chinese Version Only)

Before the show : 1 IA Beijing 2015 Preview e-Newsletter will be emailed. (May 6)

During the show : 2 IA Beijing 2015 e-Newsletters will be sent out . (May 13, May 14)

After the show : 1 IA Beijing 2015 Review e-Newsletter will be sent out. (May 22)

* Sending schedule subject to change without notice

Ad Rate for all 4 Mailings: (US\$) Total: 4 times

Tradeshow E-Newsletter (Chinese Version Only)		
Ad Position	Rates	
Leaderboard: 728*90pixel, GIF/JPG, 50k max	1,280	2 spaces for 1 client
Display Banner: 300*250pixel, GIF/JPG, 50k max	1,280	Only 2 spaces
Video Banner: 300*125pixel, JPG for entrance	1,280	Only 2 spaces
Inner Banner: 330*60pixel, GIF/JPG, 40k max	920	Only 2 spaces
Button Banner: 120*60pixel, GIF/JPG, 40k max	720	Only 4 spaces
Text Ad (Max. 4): Logo + Text	440	Only 4 spaces

*Text Ad (Logo + Text): Title- Maximum 20 Chinese characters; Content-Maximum 70 Chinese characters, Logo-60x40px jpg

*Note: Content subject to vary and may affect the positions of the banners, ad text and video slots



IA Beijing 2015 Video Promotion Package

- Help you Gain more online exposure and show your products strength!

Key Benefit: Greater interest & higher viewing rates

Video attracts more interest for your website visitors than a block of text, over 50% of people who watch a video will finish the video compared to 10% who will read through the entire text on a website. Video is therefore a more effective way to get your entire promotion message across and get it fully understood.

- ✓ A professional team comprising of an interviewer plus at least 1 video technician will spend a MAXIMUM 2 hours at your trade show booth to conduct the video shoot and interviews.
- ✓ The objective of the video, a story board, the questions to be asked, who and what to be interviewed will all be determined and finalized before the shoot. A detailed worksheet is provided to be completed and agreed to well before shooting.
- ✓ The maximum length is 5 minutes, the first draft edited video (with opening and closing screen) will be finished within 2 weeks after shooting - The video can be conducted either in English or in Chinese, and the client can get the video for their own use.

Your Video Promotion Channels:

✓ The video will be hosted on either your English show room or Chinese show room - or both for **1 year** on indsutry sourcing.com;

✓ A button banner on one related e-magazine, hosting for **6 issues**;

✓ It is promoted in 1 related e-newsletter;

✓ It appears on the vertical web site for **6 months**;

✓ It will also be posted on the relevant Ringier social media site - on Youku and Youtube and will be post on Ringier related magazine and digital Sina weibo account;

✓ You can also add a QR code on your print advertisement that links to your video, and there will be a video link on e-magazine;

✓ A copy of the video is also given to you with no restrictions of its use.



Video Promotion Channels and Rates (US\$) :

English or Chinese language	3,000
Both languages	3,300

Strategic Magazines Covering Key Market for IA Beijing 2015!



China Industrial Reporter
(May Issue)
Readership: **93,820**
(Print & Digital)
Ad Closing: **April 15, 2015**



Sensors China
(April Issue)
Readership: **44,780**
(Print & Digital)
Ad Closing: **March 16, 2015**



Industrial Robotics for China
(April Issue)
Readership: **46,880**
(Print & Digital)
Ad Closing: **March 16, 2015**

- Bonus distribution at IA Beijing 2015 gives you broad exposure at the event!
- The print journals also have e-versions which can be accessed at

www.industrysourcing.com and all mobile devices!

(Ask your Ringier Representative for more details)

**Ringier Apps are Available now on
iPad / iPhone / Android!**



For more information on our advertising services, please email to marketing@ringiertrade.cn or contact:

Mainland China	Marco Chang	marco@ringiertrade.com	Tel +86-21 6289-5533 Ext 101
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