



Furniture Manufacturing & Supply China 2012(FMC China2012)

FMC Premium 2012

September 11-14, 2012

Shanghai World Expo Exhibition & Convention Center(Sweecc)

Advertising Guide

All the exhibitors will be offered 50% discount before May 1, 2012.
(except for catalogue advertisement)

Concurrently with:
Furniture China 2012
Shanghai New Int'l Expo Centre(SNIEC)

Selected Onsite Advertising Opportunity

1. Show Guide/ Show Entrance Tickets

Item	Size	Quantity	Price(USD)	Order
Onsite Show Guide	To be advised	60,000	5,000 (3 exhibitors available only)	
Show Entrance Tickets	90mmX190mm	200,000	0.06/ticket (min 50,000 pieces)	

2. Shanghai World Expo Exhibition & Convention Center(SWEECC)

No	Item	Dimension	Price(USD)	Sample
01	Coloured Balloon with Scroll	North and South Square dia. 2.5m; scroll:8m × 0.9m	2,000	
02	Inflated Archway	North and South Square Span:18m, Height:9m	2,500	
03	Outdoor Stand Ad Board	North and South Square 8m wide ×4m 4m wide ×4m	3,500 2,500	
04	Outdoor All-Round Ad Post	front and back:4.5m × 6m × 2 sides profile:1.5m × 6m × 2 sides	5,000	

3. Sponsorship

A. Shuttle Bus (totally 30 buses, 15 buses minimum)

SWEECC↔ SNIIEC

A. Bus Window (Exclusive)

Price: USD 1,000 per bus

B. Top Back of the Seats (Exclusive)

Price: USD 750 per bus

B. Mineral Water (Exclusive)

Price: USD 16,000

Enjoy : (1) bottle body advertising

(2) distributed on the information counter, service center onsite, and to visitors

C. FMC Sling Ads(Exclusive)

Unit Price: USD 0.5

Enjoy : FMC solo sling ad., to be distributed to every visitor of FMC (minimum 15,000)

D. FMC Premium Sling Ads(Exclusive)

Unit Price: USD 0.5

Enjoy: FMC Premium solo sling ad., distributed to every visitor of FMC Premium (minimum 15,000)

E. FMC Bag Advertising(Exclusive)

Unit Price: USD 1.0

Enjoy : (1)FMC solo bag sponsor, minimum 10000 (35CM*41CM*8CM, non-woven fabrics)

(2) distributed to all the visitors of FMC

F. FMC Premium Bag Advertising(Exclusive)

Unit Price: USD 1.5

Enjoy : (1) FMC Premium solo bag sponsor, minimum 5000

(2) distributed to all the visitors of FMC Premium

G. FMC's Information Counter in SNIIEC (where Furniture China is located)

Price: USD 5,000

Enjoy : (1) Brand Showed on each FMC's counter in Furniture China 2012

(2) exhibits can be displayed in the New Products Show Area(in the central hall in FMC)

(3) highlighted in the show catalogue, show guide and other onsite prints

H. Badge

Price: USD 5,000

Enjoy : (1) logos and advertising on the badges

(2) distributed to all the visitor and exhibitor

4. Official B2B Website

www.fmcchina.com.cn

Type	Position	Form	Size (W x H) (Unit: Pixel)	Monthly Price	Annual Price
Website Home Banner	Mid Column - 2nd Screen	Dynamic	250 x 80	\$2,400	\$24,000
	Mid Column - 3rd Screen	Dynamic	385 x 100	\$2,400	\$24,000
	Right Column	Dynamic	125 x 125	\$2,000	\$20,000
		Static	125 x 125	\$1,300	\$13,000
	Pop-up Window	Dynamic/Static	250 x 250	\$10,000	\$100,000

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