



MESSE
MÜNCHEN

慕尼黑上海电子展

July 8-10, 2024

Shanghai New International Expo Centre

Marketing Services



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Digital marketing

1.1 Banner on Chinese exhibition website



- Banner 1 will be only published home page.
- Banner 2 is a webpage window ad which is published on all web pages covering all high traffic pages **except visitor pre-registration webpage.**
- Banner 3, 4, 5, 6 and 7 are published on all web pages **except homepage, visitor pre-registration webpage.**
- Banner 2 accept **only one sponsor** at the same time.
- Banner 4 and 5 accept **two sponsors** at most placed up and down. Any place can be chosen.
- Banner 3 and 6 accept **two sponsors** for random displace.
- Banner 7 accepts **four sponsors** at most placed up and down. Any place can be chosen.
- All the banners can be linked to company's own page.
- Validity period: to **July 10, 2024**
- First-come, first-served
- File format: JPG, GIF

Position	Size (width x height)	Price
1	980 x 360 pixels	CNY 12,000 two weeks / second frame
		CNY 10,000 two weeks / third frame
2	120 x 600 pixels	CNY 15,000 / two weeks
3	728 x 90 pixels	CNY 12,000 / two weeks
4	300 x 250 pixels	CNY 8,000 / two weeks
5	300 x 125 pixels	CNY 5,000 / two weeks
6	468 x 60 pixels	CNY 3,000 / two weeks
7	140 x 70 pixels	CNY 2,500 / two weeks

1.2 Exhibition newsletter



Sending highlighted information, the latest industry news and exhibitor information to recipients in our database. Take advantage of this target-group for image advertising.

- These will be released to: registration visitors; onsite visitors; VIPs; conference attendees.
- Two sponsors are available at the same time. First-come, first-served.
- File format: JPG, PNG
- Frequency: twice a week from June to July 2024; once a month from January to May 2024.

Position	Size (width x height)	Publish time	Price
1 top	560 x 80 pixels	January to May	CNY 10,000 / 3 issues
1 top	560 x 80 pixels	June to July Two sponsors limited	CNY 15,000 / 3 issues
2 middle	560 x 80 pixels	January to May	CNY 8,000 / 3 issues
2 middle	560 x 80 pixels	June to July Two sponsors limited	CNY 12,000 / 3 issues

1.3.1 WeChat press release



- The official customer service account "Xiaomu" simultaneously reposts WeChat tweets in Moments and industry groups.
- Production excluded
- **No delivery will be arranged two weeks before the exhibition.**
- The specific schedule is subject to the actual delivery by the organizer.

Publish Time	Position	Price
June 2024	Headline	CNY 8,000 / issue
	Second article	CNY 5,000 / issue
	Third article	CNY 2,500 / issue
January to May 2024	Headline	CNY 5,000 / issue
	Second article	CNY 3,000 / issue
	Third article	CNY 1,500 / issue

1.3.2 Banner on WeChat press release



electronica China regularly pushes industry news, exhibition information and other articles.

- For headline only.
- Banner 1 is at the top of the article which accept **two sponsors** at most .
- Banner 2 is at the bottom of the article accept **two sponsors** at most.
- The banner will not appear in articles sponsored by other companies.
- First-come, first-served.

Publish Time	Size (width x height)	Position	Price
June to July 2024	640*100 pixels	Top Only one	CNY 10,000 / 10 issues
	640*100 pixels	Bottom	CNY 8,000 / 10 issues
January to May 2024	640*100 pixels	Top Only one	CNY 8,000 / 10 issues
	640*100 pixels	Bottom	CNY 5,000 / 10 issues

Joint sponsorship

2.1 Tote bag sponsorship



A movable advertisement showing company name, logo and booth number to maximize your brand exposure.

- The size of exhibition logo has to be 10cm (W) at least.
- Design should be confirmed with organizer's permission.
- **ONLY 5 sponsors limited.**
- The sponsor is responsible for the design, production, procurement and transportation

Design	Price
With exhibition logo	CNY 25,000 / 3,000 copies
Without exhibition logo	CNY 30,000 / 3,000 copies

Booking deadline: June 7, 2024

2.2 Gift sponsorship



The sponsor will provide the gift in kind, and the organizer will distribute it to various audiences on site.

- Gift must be confirmed first by organizer.
- Exhibition logo has to be on the gift.
- Design, production, procurement and transportation are not included.
- Distribution points for general audiences include, but are not limited to, live forums, WeChat gift distribution centers, and audience rest areas.
- Distribution points for VIP viewers include, but are not limited to VIP rest areas.

Booking deadline: June 7, 2024

Gift price standard reference:

Object	Gift value	Gift number
General visitors	>= CNY 30 / each	>=300
VIP visitors	>= CNY 100 / each	>=100

2.3 Dining coupon sponsorship



The dining coupon will be issued to group visitors and pre-registration visitors. The front of the coupon can be used to print the company logo and booth number, and the back of the coupon can be used to print the company's advertising screen.

- Production and design included.
- The back of the entire meal coupon can be used for company screen display.

Size: 90mm x 40mm

Price: CNY 8,000 / 1,000 pieces

Booking deadline: June 7, 2024

Submission deadline: June 14, 2024

Offline advertising

3.1.1 Advertisement



It is the general printed material onsite. Almost all important information at a glance: The visitor guide contains everything the visitors need to know about electronica China. It is free of charge and nearly every visitor who attends the fair uses it to find information about companies and conference agendas during the fair.

- Over 50,000 copies distributed on site

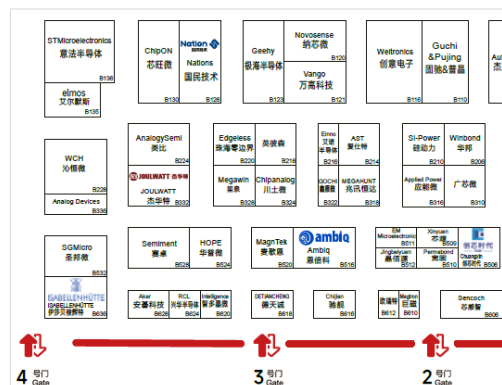
Item	Trim size (width x height)	Price
EXCLUSIVE Front cover gatefold 2 sides (4c)	420mm x 285mm	CNY 60,000
EXCLUSIVE Outside back cover gatefold 2 sides (4c)	420mm x 285mm	CNY 50,000
EXCLUSIVE Inside front cover 1/1 (4c)	210mm x 285mm	CNY 40,000
EXCLUSIVE Outside back cover 1/1 (4c)	210mm x 285mm	CNY 40,000
EXCLUSIVE Title page 1/1 (4c)	210mm x 285mm	CNY 35,000
EXCLUSIVE Inside back cover 1/1 (4c)	210mm x 285mm	CNY 35,000
Inside page 1/1 (4c)	210mm x 285mm	CNY 20,000
Inside page 1/2 (4c)	185mm x 120mm	CNY 15,000

File format: AI, EPS (300dpi)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.1.2 Logo on floor plan



The visitor guide contains almost all important information, including floor plans, conference agenda, exhibitor list, hall layout and is distributed free of charge to all on-site visitors. Mark your logo on the floor plan to increase brand exposure and it helps your clients to find your booth easily.

- Over 50,000 copies distributed on site.

Price: CNY 3,000

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.1.3 Logo on exhibitor list

展位号 Booth No.	展商 Exhibitors
6.2C706	福禄克测试仪器 (上海) 有限公司 Fluke Corporation
7.2F110	富满微电子集团股份有限公司 FINE MADE MICROELECTRONICS GROUP CO.,LTD
4.1C128	富士端子 Fuji Terminal
4.1E631	富湾五金电器(苏州)有限公司 Rich bay Co.,Ltd
7.2A620	富芯微电子有限公司 RiChips Microelectronics Co.,Ltd.
4.1F202	格康电子科技(深圳)有限公司 Greennonn Technology (Shenzhen) Co., Ltd.
7.2A520	格罗姆科 (上海) 半导体有限公司 GLOSIC Semiconductor Co.,Ltd
7.2E102	格瑞宝电子 GreenPower

The visitor guide contains almost all important information, including floor plans, conference agenda, exhibitor list, hall layout and is distributed free of charge to onsite visitors. Publish your logo on exhibitor list which will help visitors to find your company name and booth easily.

- Over 50,000 copies distributed on site.

Price: CNY 3,000

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.1.4 Recommended exhibitor logo



The visitor guide contains almost all important information, including floor plans, conference agenda, exhibitor list, hall layout and is distributed free of charge to onsite visitors. Those recommended logos will be listed individually below the floor plan to highlight your booth.

- Ten sponsors limited
- First-come, first-served

Price: CNY 4,000

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.2.1 Advertisement on printed badge



Advertising on printed badge can help you enlarge your influence on visitors which can show your booth number, new product information or slogan on it. Electronic version confirmation only.

- First-come, first-served

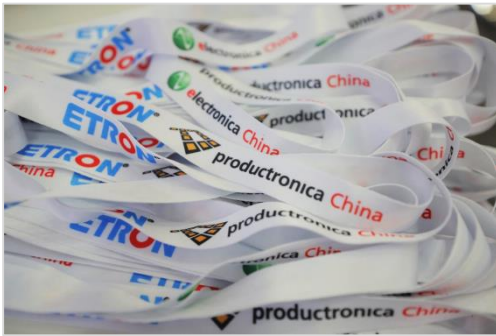
Item	Trim size (width x height)	Price
Front	95mm x 40mm	CNY 25,000 / 10,000 copies
Back	95mm x 134mm	CNY 40,000 / 10,000 copies

File format: AI, EPS (300dpi)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.2.2 Visitor lanyard



Lanyards are given to onsite visitors when they collect their badges.

- Company logo and exhibition logo appear on the lanyards crosswise.
- First-come, first-served

Price: CNY 50,000 / 10,000 lanyards

Booking deadline: May 24, 2024

Submission deadline: May 31, 2024

3.3.1 Four-sided column advertisement in registration hall



The advertisement is located in visitor registration hall. Exhibitors can use most of the images on each side of the tetrahedron for advertising.

- **Available size (width x height):** 1m x 1m (each side)

Price: CNY 15,000 / 4 sides (Including production, excluding design)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.3.2 Indoor hanging banner



The banners are hung above the aisles. The eye-catching, two-sided banners make visitors find your booth easily.

- The hanging point should be confirmed with organizer's permission.
- **Size (width x height):** 2m x 5m (portrait, double-sided)

Price: CNY 35,000 / banner (production included, design excluded)

File format: AI, EPS (300dpi)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.3.3 Floor sticker



The floor sticker is impossible to overlook and accompanies visitors on their way in the halls. It is located at the main aisles with high visitor frequency and helps leading visitors to your booth effectively.

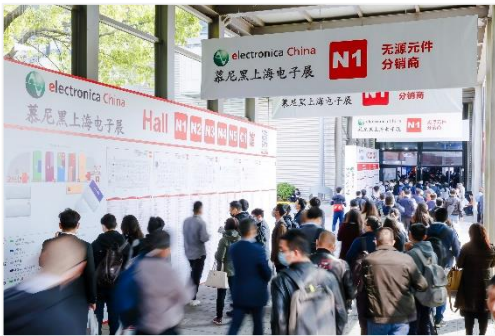
- **Size (width x height):** 2m x 1m

Price: CNY 6,000 (production included)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.3.4 Hanging banner in connecting corridor



A must for attracting casual customers—use the busy corridors connecting the halls for your advertising message. Place your company image, name, logo and booth number on it in order to make sure your most important information will not be missing.

Quantity	Size (width x height)	Available place	Price
2 consecutive banners	5m x 1.2m Double-sided	Hall N4-N5 No.3 entrance- Hall N5 Hall E3-E7	CNY 30,000
4 consecutive banners	5m x 1.2m Double-sided	Hall N4-N5 No.3 entrance- Hall N5 Hall E3-E7	CNY 55,000
2 consecutive banners	3.5m x 1.2m Double-sided	No.3 entrance- Hall E7	CNY 25,000
4 consecutive banners	3.5m x 1.2m Double-sided	No.3 entrance- Hall E7	CNY 45,000

File format: AI, EPS (300dpi)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.3.5 Billboard in connecting corridor



The billboards are located in the connecting corridor from Hall N4 to N5, Hall E3-E4, Hall E4-E5, Hall E5-E6, Hall E6-E7

- **Size (width x height):** 4m x 3m (single-sided)

Price: CNY 20,000 (production included, design excluded)

File format: AI, EPS (300dpi)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.3.6 Advertising position in No.3 entrance hall



Hanging banner in No.3 entrance hall.

- Size (width x height): 3m x 5m (portrait, double-sided)

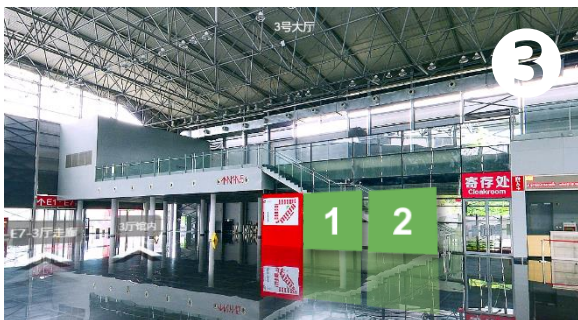
Price: CNY 50,000 / banner (Including production, excluding design)



Position 5 is close to the registration counter, position 1 is close to the corridor leading to Hall E7, and position 2 and 3 are located on both sides of the security entrance of the parking lot.

- Five sponsors limited
- **Size (width x height):** 4m x 3m (single-sided)

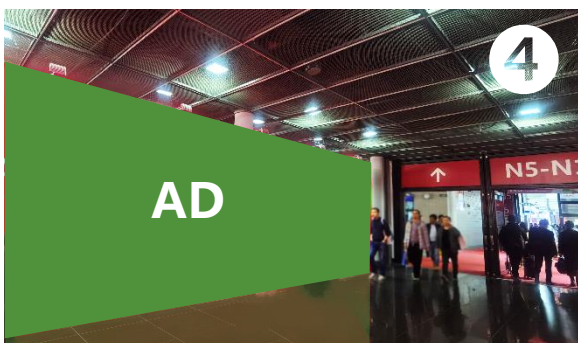
Price: CNY 20,000 / banner (Including production, excluding design)



This billboard is placed under the stairs in No.3 entrance hall next to Hall N5.

- Two sponsors limited
- **Size (width x height):** 4m x 3m (single-sided)

Price: CNY 30,000 / banner (Including production, excluding design)



This illuminated billboard is placed in the corridor leading to Hall N5.

- Exclusive sponsorship
- **Size (width x height):** 9m x 3m

Quantity	Price
Single-sided	CNY 50,000 (Including production, excluding design)
Double-sided	CNY 60,000 (Including production, excluding design)

File format: AI, EPS (300dpi)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.3.7 Movable sign post



Sign post in first position located at the inside square of SNIEC. Two sides are all available for advertising. Visitors will not miss the eye-catching sign post.

- **Size (width x height):** 5m x 4m (single-sided)

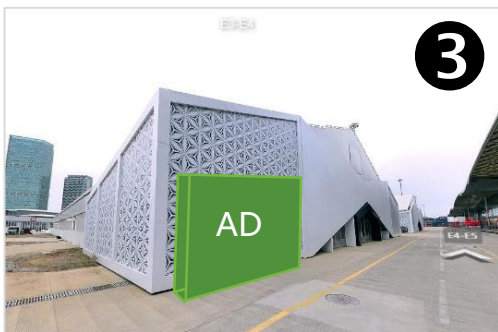
Quantity	Price
Single-sided	CNY 20,000 (production included)
Double-sided	CNY 35,000 (production included)



Sign posts in second position are located outside between hall N5 and hall E7.

- **Size (width x height):** 5m x 4m (single-sided)

Price: CNY 40,000 / banner (Two sponsors limited)



These movable sign posts are placed on both sides of the main entrance of the central hall outside E Halls.

- **Size (width x height):** 8m x 3.5m (single-sided)

Price: CNY 40,000 (production included, design excluded)

File format: AI, EPS (300dpi)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.3.8 Outdoor billboard (at main entrance)



The billboards are located at the main entrances (No.3 entrance hall). Undoubtedly, it is one of the most prominent on-site branding opportunities at electronica China to catch the attention of all the incoming and outgoing visitors.

- **Size (width x height):** 8m x 5m (single-sided)

Price: CNY 40,000 (production included, design excluded)

File format: AI, EPS (300dpi)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024



3.3.9 Column advertising



All the columns located outside each hall and four ads for display. Company image, name, logo or booth number can be shown on it.

- **Size (width x height):** 3m x 6m

Price: CNY 55,000 / four ads

File format: AI, EPS (300dpi)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.3.10 Outdoor sign post



Located in the atrium of SNIEC. The sign post shows image, company's name, logo and booth number on it in order to make sure your most important information will not be missing.

- Five sponsors limited
- First-come, first-served
- **Size (width x height):** 1m x 2m

Price: CNY 30,000 (4 banners, single-sided)

File format: AI, EPS (300dpi)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

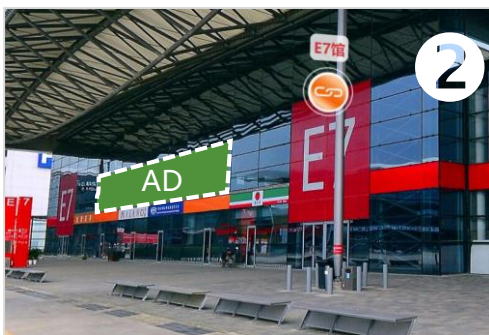
3.3.11 Poster on glass wall



Posting on glass wall outside exhibition hall entrance. The poster shows company's name, logo or booth number on it in order to make sure your most important information will not be missing.

- 7 sponsors limited
- First-come, first-served
- **Size (width x height):** 3.7m x 3.7m

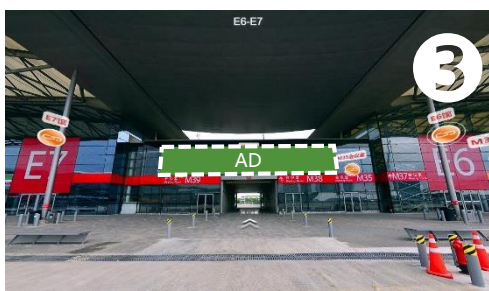
Price: CNY 28,000



Posting on glass wall outside exhibition hall. The poster shows company's name, logo or booth number on it in order to make sure your most important information will not be missing.

- 7 sponsors limited
- First-come, first-served
- **Size (width x height):** 25m x 6m or 30m x 5m

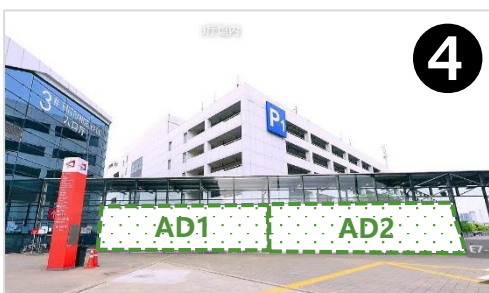
Price: CNY 150,000



Posting on glass wall outside connecting corridor between the exhibition halls. The poster shows company's name, logo or booth number on it in order to make sure your most important information will not be missing.

- 4 sponsors limited
- First-come, first-served
- **Size (width x height):** 28.4m x 5m

Price: CNY 140,000



Posting on glass wall outside connecting corridor between No.3 entrance hall- Hall E7. The poster shows company's name, logo or booth number on it in order to make sure your most important information will not be missing.

- 2 sponsors limited
- First-come, first-served
- **Size (width x height):** 14.5m x 3.6m

Price: CNY 80,000

File format: AI, EPS (300dpi)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.3.12 Advertisement on shuttle bus



The shuttle bus picks up visitors at the bus stops out of registration halls. Advertising on the shuttle bus that provides round trip service between N1 and N5, E1 and E7.

- Company image, name, logo or other information can be shown on triangle billboard at top or at the back of the shuttle bus.
- First-come, first-served

Position	Size (width x height)	Price
Triangle billboard	2.4m x 0.7m	CNY 20,000 / three buses
Back billboard (KT board)	1.3m x 0.9m	CNY 15,000 / three buses

File format: AI, EPS (300dpi)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024



3.3.13 Advertisement on shuttle bus stop



The shuttle bus picks up visitors at the bus stops out of registration halls. There are three bus stops outside No.1\2\3 entrance halls and E5.

- Company image, name, logo or other information can be shown on the bus stop.
- First-come, first served

Position	Size (width x height)	Price
Circular advertisement above (two sides, two sponsors limited)	1.8m x 1.3m	CNY 12,000/side
Rectangle advertisement above (two sides, two sponsors limited)	4m x 0.8m	CNY 15,000/side
Rectangle advertisement below (four pieces, two sides, four sponsors limited)	2m x 1m	CNY 12,000/side



File format: AI, EPS (300dpi)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

3.3.14 Four-sided column advertisement in rest area



The advertisement is located in the audience rest area, where the audience stops to rest and recharge. Exhibitors can use most of the images on each side of the tetrahedron for advertising.

- Six sponsors limited
- **Available size (width x height):** 1m x 2m (each side)

Price: CNY 20,000 / rest area (Including production, excluding design)

File format: AI, EPS (300dpi)

Booking deadline: May 31, 2024

Submission deadline: June 7, 2024

Terms of Sponsorship

1. Application for Sponsorship and Sponsorship Contract

All potential sponsors wishing to take part in the event must express their wish to do so by fully as well as faithfully completing and signing – by affixing with company seal or contract seal by PRC sponsors, or with a legally binding signature by overseas sponsors – the application form (“Application Form”) and submitting it to Messe Muenchen Shanghai Co., Ltd. (“MM-SH”) (facsimile or scanned copies are deemed as legally valid) at the earliest opportunity (at the latest by the application deadline). The applying sponsor may keep a photocopy of the application.

By submitting the application, the applying sponsor expresses to MM-SH its keen interest to be a sponsor (“Sponsor”).

When an applying sponsor submits the Application Form, it means that the sponsor acknowledges and observes the Terms of Sponsorship under the Application Form, and a sponsorship contract (“Sponsorship Contract”) shall also be deemed to have been entered into with MM-SH in relation to contents of the sponsorship and related services. The Application Form submitted by the applying sponsor (including the Terms of Sponsorship), the Marketing Sponsorship Manual, and sponsorship package made by MM-SH for the Sponsor are indispensable parts of the Sponsorship Contract, which has legally binding force on both parties. Without prior written consent of MM-SH, the Sponsor shall not transfer any part or all of its rights and obligations under the Sponsorship Contract to any third party.

2. Sponsorship Fees

The details of the sponsorship fees are specified in the Application Form.

The sponsorship fees include extensive services provided by MM-SH, such as sponsorship package preparation and technical assistance, etc.

The prices under the Application Form include 6% value-added tax. If the tax authority in China adjusts the tax type or tax rate before MM-SH issues the fapiao, MM-SH has the right to calculate the tax amount and issue the corresponding fapiao according to the new tax type and tax rate from the date when the tax authority in China adjusts the tax type or tax rate. In case of any further tax requirements in the Sponsor's state / country of residence, such taxes shall be borne by the Sponsor. The Sponsor must pay the sponsorship fees first and MM-SH will subsequently issue the respective fapiao (tax inclusive).

After receipt of the Application Form, MM-SH will, within reasonable time, issue an invoice for the advance payment. The specific requirements of the payment shall be subject to such invoice. If the applicant reduces the sponsorship services at its own discretion, the advance payment for the reduced services will not be refunded but still be a part of the sponsorship fees.

The amounts specified in the invoice shall be paid immediately, unless other payment due time is specified therein. Payment of sponsorship fees is an essential condition for obtaining sponsorship services.

Before the Sponsor fulfills its payment obligation to MM-SH for the ordered services, MM-SH has the right to refuse to provide any related services to such Sponsor. This shall in particular apply to those Sponsors who have failed to perform or perform in a timely manner the payment obligations to the organizer.

Should the Sponsor wish to have a fapiao reissued because the company name, tax number or address of the recipient of the fapiao has changed, the Sponsor is obliged to pay MM-SH a sum amounting to RMB 450 plus any governmental tax and charges for each change of fapiao. If the reissuance of the fapiao is caused due to mistakes of MM-SH, the Sponsor is not required to assume the cost for the reissuance.

3. Payment Terms

The deadlines for payment given in the invoices must be observed. Payment in full and in due time of the amounts invoiced is a condition for obtaining the sponsorship services. The Sponsor will receive invoices for all additional charges (e.g. technical services) with the confirmation of the order; they are to be paid by the Sponsor immediately on receipt thereof. All invoiced amounts in all MM-SH invoices are to be paid in RMB, without deductions and free of all charges (i.e. bank transfer fee and charges for the transferring via bank account shall be paid by the Sponsor), by credit transfer to the account specified in the invoices. The beneficiary's bank account information is as follows:

Beneficiary: Messe Muenchen Shanghai Co., Ltd.
Bank: ICBC Shanghai Branch, No.2 Business Department
Account No.: 1001190709016219311
Swift code: ICBKCNBJSHI

4. Withdrawal from Contract

Apart from the statutory rights to withdraw from contracts, the Sponsor has no right to withdraw from the Contract. **If the Sponsor withdraws from the Contract unilaterally after submitting the Application Form, it shall be liable for cost occurred in relation to the matters of sponsorship (i.e. Sponsorship Fee) and compensation for all direct losses incurred by MM-SH for such withdrawal.**

MM-SH is entitled to withdraw from the Sponsor Contract if the Sponsor fails to fulfill its payment obligations to MM-SH in time. For such purpose “in time” means MM-SH has extended the deadline for the payment by 5 days and the Sponsor shall fulfill the payment obligation within this grace period. MM-SH is also entitled to withdraw from the Contract if the Sponsor breaches any stipulation under the Sponsorship Contract, and MM-SH shall no longer be reasonably expected to adhere to the Contract. In the aforementioned cases MM-SH is entitled not only to withdraw from the Contract but also to demand from the Sponsor 100% of the sponsorship fees as compensation. MM-SH's right to claim further losses and damages remains unaffected.

5. Force Majeure

If MM-SH is compelled, as a result of force majeure (natural disasters such as earthquakes, droughts, tsunamis, typhoons, hurricanes and floods, or fires, war, riots, terrorism, acts of government, epidemics and other acts or events recognized by applicable laws as force majeure or otherwise commonly recognized as a force majeure event by international commercial practice) or other circumstances beyond its control (e.g. failure of the power supply), to vacate one or more exhibition areas, temporarily or for longer periods resulting in postponement or curtailing of the trade fair, the sponsors do not thereby acquire the right to withdraw or cancel, nor do they have any other claims against MM-SH, in particular claims for damages. If MM-SH cancels the event because it cannot hold the event as a result of force majeure or other circumstances beyond its control, or because it has become unreasonable for MM-SH to hold the event, MM-SH is not liable for damages and disadvantages to sponsors arising from the cancellation of the event.

6. Sponsor's Undertakings and Warranties

- 6.1 The Sponsor represents and warrants that, it owns the intellectual property rights of the Published Contents during the marketing sponsorship services, or it has been legally authorized by the lawful right owner in advance. The Sponsor shall take legal liabilities on its own for the ownership of the intellectual property rights of all the marketing materials provided by itself.
- 6.2 If the sponsorship services involve any link to the Sponsor's website, the Sponsor shall ensure the legitimacy and security of such website link, and ensure that it does not involve any infringement. The Sponsor shall bear any loss and liability caused by violation of this warranty.
- 6.3 If the Sponsor publishes contents that contain professional information of industries such as meteorology, education, healthcare, transportation, finance, film and television, animation, publication and information, or contain information of public figures, celebrities, personal icons, marks or body languages, etc., the Sponsor shall ensure that it owns the lawful right to use and right of portrait, etc.
- 6.4 The Sponsor warrants that the pictures, videos, Logos, drafts of advertising design, articles and other marketing materials published through marketing sponsorship services (hereinafter referred to as the “Published Contents”) shall not infringe the legal rights of any third party (including but not limited to copyright, trademark, right of portrait, etc.). If the Published Contents from the Sponsor infringe any legal right of a third party, the Sponsor will bear relevant legal liabilities and risks. If MM-SH is involved in any lawsuit, claim or other judicial proceedings because the Published Contents from the Sponsor infringe the legal right of a third party (hereinafter referred to as the “Infringement Proceedings”), the Sponsor agrees to handle the Infringement Proceedings and make compensation as follows:
 - 1) MM-SH informs the Sponsor of the abovementioned Infringement Proceedings promptly after the occurrence thereof, and suspends the marketing sponsorship services to the Sponsor during the abovementioned Infringement Proceedings.
 - 2) The Sponsor shall, after receiving the written notice from MM-SH and for the interest of MM-SH, designate representative(s) to participate in the abovementioned Infringement Proceedings brought by the third party, and shall provide MM-SH with necessary support and assistance regarding litigation strategies and other matters during the abovementioned Infringement Proceedings, and shall bear all expenses incurred such as the legal costs, attorney fees, travel expenses, settlement amount, or damages decided in effective legal instruments.

3) MM-SH is entitled to require the Sponsor to bear the liability for breach of contract according to the provisions on the liability for breach of contract under these terms and conditions.

6.5 If the Sponsor provides gifts in physical form, the Sponsor shall ensure the quality and transportation of such gifts that it is responsible to provide, guarantee that such gifts are compliant with national or industrial standards and qualified upon inspection and examination, and are delivered to the place designated by MM-SH. The Sponsor shall guarantee that the products' packages are intact and the logos and marks are complete. In case of punishment, legal liabilities, claims from a third party, or even relevant lawsuit proceedings arising due to product quality, the Sponsor shall unconditionally and independently assume all indemnify liabilities and consequences arising therefrom, for all of which MM-SH is irrelevant.

6.6 If the Sponsor violates any above provision, MM-SH is entitled to modify or delete relevant contents or stop providing the Sponsor with services. The Sponsor shall bear all liabilities for such violation and compensate MM-SH all losses caused thereby (including but not limited to the compensation paid to a third party, penalties, etc.).

7. Disclaimer

7.1 The marketing contents are provided by the Sponsor, and MM-SH shall not be responsible for the correctness, completeness and up-to-date status of the contents.

7.2 If the online marketing contains a link to an external website of a third party, under any circumstances the website provider or operator shall be responsible for the contents of the linked website, and MM-SH shall not be liable therefor.

7.3 MM-SH particularly reserves the right to modify or extend the contents provided by the platforms involved in the digital marketing channels without separate notice. MM-SH shall not bear the liability to compensate any direct or indirect loss caused by the information provided by the Sponsor.

7.4 MM-SH shall not bear any legal liability for the Sponsor's any loss from the marketing promotion, including but not limited to losses caused by mistakes, omissions, virus, etc. of relevant contents.

7.5 Under no circumstances shall MM-SH be liable for any indirect, consequential, disciplinary, incidental or special damages arising out of the Sponsor's receiving the marketing sponsorship services, including the profit loss suffered by the Sponsor as a result of the Sponsor's use of the sponsorship services.

7.6 MM-SH is not obliged but has the right to review the Published Contents provided by the Sponsor. If it finds that such Published Contents do not comply with national laws, regulations, or policies and rules, or that the Published Contents may infringe upon the lawful rights and interests of other parties, or it finds other situations which MM-SH deems as inconformity, MM-SH is entitled to refuse to publish such contents without any liability.

8. Intellectual Property Rights

The Sponsor warrants that the promotional materials and publicity materials provided do not infringe on any third party's legal rights including but not limited to intellectual property rights such as trademarks, copyrights, designs, patents, whether registered or otherwise confirmed, and other legitimate rights and interests.

If MM-SH considers that the promotional materials provided by the Sponsor violate relevant laws and regulations or infringe on the intellectual property rights and other legitimate rights of third parties, MM-SH shall have the right to terminate the Sponsorship Contract and refuse to provide the corresponding sponsorship services, and the sponsorship fees shall not be refunded and the Sponsor shall compensate MM-SH for all losses caused to MM-SH. In the event that MM-SH is subject to any administrative penalties, judicial proceedings and claims by third parties in relation to the aforementioned infringements by the Sponsor, the Sponsor shall be fully liable for the resulting damages, including but not limited to responding to the litigation in court, receiving investigations, and responding to and paying compensation to third parties.

The Sponsor shall actively cooperate for the supervision and administration with the intellectual property administration and judicial authorities, as well as for on-site evidence collection, investigation and questioning, etc. The Sponsor shall accept the relevant authorities' handling decisions and withdraw the alleged infringing promotional materials or related materials, and MM-SH shall also have the right to request the removal of any alleged infringing promotional materials or related materials.

9. Verbal Agreement

All verbal agreements, individual and special arrangements are valid only with MM-SH's written confirmation.

10. Place of Performance, Applicable Law

Shanghai shall be the place of performance, also for all financial obligations. The law of the People's Republic of China shall apply.

11. Jurisdiction, Arbitration Agreement

The following shall apply to Sponsors incorporated in the PR of China:

In the event of any dispute, controversy or claim (collectively, "dispute") arising out of or relating to this Sponsorship Contract, or the breach, termination or invalidity of this Sponsorship Contract, both parties shall attempt in the first instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall bring an action at the court which has jurisdiction at the registered address of MM-SH.

The following shall apply to Sponsors incorporated or with their principal place of business outside the PR of China:

In the event of any dispute, controversy or claim (collectively, "dispute") arising out of or relating to this Sponsorship Contract, or the breach, termination or invalidity of this Sponsorship Contract, the both parties shall attempt in the first instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall submit the dispute to Shanghai International Economic and Trade Arbitration Commission for arbitration in Shanghai in accordance with its rules of arbitration procedure.

12. Data Protection

The Sponsor hereby acknowledges and consents that the person-related data of the Sponsor can be processed and used for fulfilling the business purposes of MM-SH as well as being forwarded to third parties in order to fully perform all the above terms relevant to the Sponsorship Contract; the Sponsor further consents that its personal data can be used by third parties for marketing purposes of related trade fairs by affiliated companies of MM-SH, provided that such use of personal data will be in compliance with data protection legislation. The Sponsor confirms and acknowledges that all the Personal Data provided by the Sponsor to MM-SH is legally collected, and the consent of relevant individuals has been obtained for the use of the Personal Data under this Terms of Participation.

13. Severability

Should the provisions set out in the Terms of Sponsorship or Marketing Sponsorship Manual be or become legally invalid or incomplete, the validity of the other provisions or the contract concerned remains unaffected. In such a case, the contracting parties undertake to replace the invalid provision and/or fill the gap with a provision with which the contracting parties are most likely to achieve the economic purpose they pursue.

As of August 2023
Messe Muenchen Shanghai Co., Ltd.

GERMANY. CHINA. INDIA.

Global Electronics Network



Munich, Germany | Nov. 12-15, 2024



Munich, Germany | Nov. 18-21, 2025



Munich, Germany | Mar. 5-7 2024



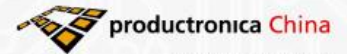
New Delhi, India | Sep 18-20, 2024



New Delhi, India | Sep 18-20, 2024



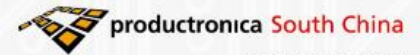
Jul. 8-10, 2024
Shanghai New International
Expo Centre



Mar. 20-22, 2024
Shanghai New International
Expo Centre



Oct. 14-16, 2024
Shenzhen World Exhibition & Convention Center



Oct. 14-16, 2024
Shenzhen World Exhibition & Convention Center



Oct. 13-16, 2024 | Hongkong, China

Contact us

Messe Muenchen Shanghai Co., Ltd.
11F, Tower 1, LJZ Financial Holdings Plaza,
1788-1800 Century Avenue,
Pudong New Area, Shanghai

Project Management China
Chloe.Qiu
Project Director
Tel.: +86 21 2020 5522
chloe.qiu@mm-sh.com

Messe München GmbH
Messegelände,
81823 Munich
Germany

Project Management Germany
Tingting Lu
Senior Exhibition Manager
Tel.: +49 89 949 20321
tingting.lu@messe-muenchen.de

Sales Germany
Oliver Bittl
Sales Manager
Tel.: +49 89 949-20553
oliver.bittl@messe-muenchen.de

Dominik Eri
Sales Manager
Tel.: +49 89 949-20556
dominik.eri@messe-muenchen.de