



# interzum guangzhou 2017

2017中国广州国际家具生产设备及配料展览会

**Online Advertising Program**  
电子广告计划

# CONTENT

Website Advertising

E-Newsletter Advertising

# Demonstration: Homepage

版式示意：首页



1

2



1

**Semi-banner / 版头半通栏广告**  
 Size/尺寸: 484\*80pixels  
 Price/价格: Euro 3,000  
 Duration/时效: 4 Months

2

**Full Banner / 版头通栏广告**  
 Size/尺寸: 975\*80pixels  
 Price/价格: Euro 4,500  
 Duration/时效: 4 Months

# Demonstration: The Fair

版式示意：关于展会



3



4



3

## Semi-banner / 版头半通栏广告

Size/尺寸: 484\*80pixels

Price/价格: Euro 2,000

Duration/时效: 4 Months

4

## Full Banner / 版头通栏广告

Size/尺寸: 975\*80pixels

Price/价格: Euro 3,000

Duration/时效: 4 Months

# Demonstration: Exhibitor Search

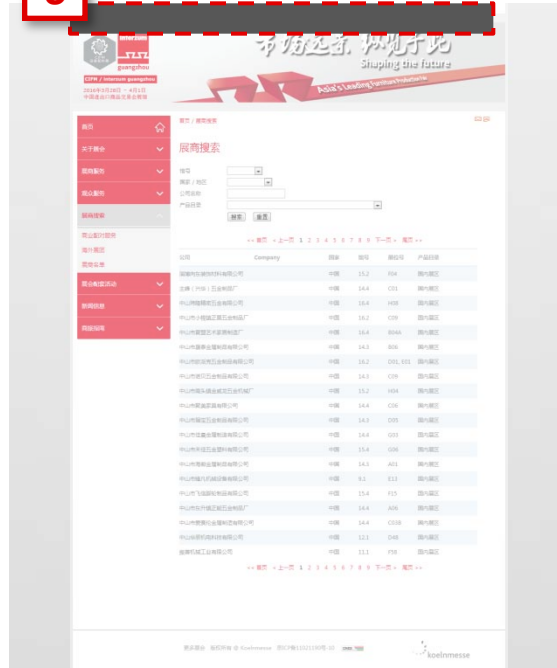
版式示意：展商搜索



5



6



5

**Semi-banner / 版头半通栏广告**

Size/尺寸: 484\*80pixels

Price/价格: Euro 2,000

Duration/时效: 4 Months

6

**Full Banner / 版头通栏广告**

Size/尺寸: 975\*80pixels

Price/价格: Euro 3,000

Duration/时效: 4 Months

# Online advertising - Website 价格一览表-网站广告 Terms and Prices (Euro):



Page / 页面	NO. / 序号	Banner format / 位置	Size (pixels) / 尺寸	Price (Euro) / 价格 (欧元)	
Duration / 时效				Sep.-Dec. 2016 / 2016年9-12月	Jan.-Apr. 2017 / 2017年1-4月
Home Page / 首页	1	Semi-banner / 栏头广告	484x80	3,000	3,000
	2	Full Banner / 版头通栏广告	975x80	4,500	4,500
The Fair / 关于展会	3	Semi-banner / 栏头广告	484x80	2,000	2,000
	4	Full Banner / 版头通栏广告	975x80	3,000	3,000
Exhibitor Search / 展商搜索	5	Semi-banner / 栏头广告	484x80	2,000	2,000
	6	Full Banner / 版头通栏广告	975x80	3,000	3,000

# Online advertising - Website 价格一览表-网站广告 Terms and Prices:



## Notes:

- All e-advertisements are subject to availability and will be processed on a first-come-first-served basis.
- The above rates exclude designing of ads.
- Artwork should be supplied by exhibitors in JPG / GIF / SWF / Flash format.
- This online advertising opportunity is only available to exhibitors.
- Artwork must be submitted to the Organizer 15 working days before launch date.
- The same type of ads on a single page will be charged the same rate, regardless of placement sequence.
- The above rates include ads in both English & Chinese versions.

## 须知

- 所有电子广告位遵循先到先得原则；
- 上述报价不包括设计费用；
- 所有设计均由参展商完成，并以JPG / GIF / SWF或者Flash形式提交；
- 目前该广告位仅为参展商开放；
- 请于广告上线前15个工作日向主办方提交广告文件；
- 同一版面的同一类型的广告，不论次序价格一样；
- 上述报价包含中英文网页的费用。

[GO BACK](#)

[CONTACT US](#)

**interzum guangzhou**  
28 March - 3 April 2016  
Pavilion Complex, Guangzhou, China

**CIFM / interzum guangzhou 2016**  
The Leading Event of Its Kind in Asia!

Asia's top woodworking machinery, furniture production and interior design trade show, CIFM interzum guangzhou, will once again take place from March 28 - April 1, 2016, concurrently with the China International Furniture Fair (CIFF). Despite the addition of a new hall in the last edition to boost the floor space to 140,000sqm, the event was still heavily oversubscribed.

Exhibitors in 2016 will be back next year: CIFM interzum returns to be a magnet for the industry. Do not miss this opportunity to meet space before it's gone!

**7** [2016 Facts & Figures](#)

**What to Look Out for in 2016**

**More Excitement Awaiting at Hall 12.1**  
The launch of Hall 12.1 in 2016 was met with industry-wide affirmation from the upstart and established furniture manufacturers, with renowned international and domestic brands, such as CUBO, CFF, KOLIN, PINEFY, Banno, Quan Li, Luan Hong and BA to return in 2016. In addition, Comflex and Mifan Maitaka from textile manufacturing alongside Turkey, will also be hosted in Hall 12.1.

**10 National / Industry Pavilions**  
Expect top exhibitor pavilions from overseas in 2016, bringing buyers more innovative and cutting-edge products and technologies:

- China - India
- Germany - Turkey
- Italy - Canada
- Russia - US / Canada
- Spain - American Hardware Export Council (AHEC)

**2016 Advertising & Sponsorship Opportunities**

To enhance your visibility and capture the eyeballs of visitors, we offer various unique opportunities for you to shine under your own spotlight at CIFM / interzum guangzhou 2016, including: online advertising, logo board, visitor souvenir logo advertising, outdoor advertising, etc.

Please [contact us](#) for availability and more information.

**2015 Review**

**Show Statistics:**

- No. of Exhibitors: 1,269
- No. of International Exhibitors: 369
- No. of Countries & Regions represented: 35
- New countries: 16,000sqm
- No. of Visitors: Approx 87,279 (including CIFF)

**What Our Exhibitors & Visitors Said:**

Mr. Giovanni Casadei, General Manager, SCG GROUP: "There are more visitors from abroad this year. Compared with similar fairs in Shanghai and Beijing, the biggest difference is that the attendees here are much more professional. Surely interzum guangzhou is the most important one, and nearly all the customers in the industry will come to visit this show every year."

Ms. Patricia Moreno Olea, Administration Manager, Eurotec S. A. C.: "Here we can meet the industrial quality suppliers from all over the world. We could reach our regular clients and also meet with new clients during the show. Last year, we made big deals online and this year, we've closed four deals in the first two days, and they are new business."

**Organizers**

**CIFC**  
China International Furniture Fair

**koelnmesse**  
www.koelnmesse.com

# E-Newsletter

## 电子展讯



**7** Full Banner / 通栏广告  
Size / 尺寸: 453\*98 pixels  
Price/价格 : EURO 2,000



# Online advertising - EDM 价格一览表-电子展讯

## Terms and Prices (Euro):



Format / 广告形式	NO. / 序号	Banner format / 位置	Size (pixels) / 尺寸	Price (Euro) / 价格 ( 欧元 )		
Issue / 期数				Oct. 2016 / 2016 年10月	Jan. 2017 / 2017年 1月	Mar. 2017 / 2017 年 3月
E-Newsletter / 电子展讯	7	Full Banner / 通栏广告	453*98	2,000	2,000	2,000

### Notes:

- All e-advertisements are subject to availability and will be processed on a first-come-first-served basis.
- The above rates exclude designing of ads.
- Artwork should be supplied by exhibitors in JPG / GIF format.
- This online advertising opportunity is only available to exhibitors.
- Artwork must be submitted to the Organizer 15 working days before launch date.
- The same type of ads on a single page will be charged the same rate, regardless of placement sequence.
- The above rates include ads in both English & Chinese versions.

### 须知

- 所有电子广告位遵循先到先得原则；
- 上述报价不包括设计费用；
- 所有设计均由参展商完成，并以JPG或者GIF形式提交；
- 目前该广告位仅为参展商开放；
- 请于广告上线前15个工作日向主办方提交广告文件；
- 同一版面的同一类型的广告，不论次序价格一样；
- 上述报价包含中英文版的费用。

[GO BACK](#)

[CONTACT US](#)

**Book** your online advertising now!

拥有一个**商机**无限的展贸平台！

Contact us / 联系我们:

Koelnmesse Co., Ltd. Guangzhou Branch  
科隆展览有限公司广州分公司

Mr. Mattis Liang 梁绍俊 先生  
Tel 电话: +86-20-8755 2468 x15  
Fax 传真: +86-20-8755 2970

[GO BACK](#)