

2017 北京国际钱币展销会赞助及广告计划

2017 CICE Beijing Sponsor and Advertising Programme 5/18-20

来自中国国际钱币展销会组委会的问候，感谢贵公司对 CICE 的一直支持。借此机会，组委会想向您介绍我们接下来的 2017 北京国际钱币展销会的广告招商计划。此次北京钱币展期间，我们除了展会组织策划外，还将加大我们在各种媒体的推广力度，吸引更多游客，以打造一次更加精彩的盛大展会。下面的表格是钱币展的推广计划及销售方案：

Greetings from the China International Coin Expo, and thank you for your always support for CICE. Please let us take this opportunity to introduce 2017 CICE Beijing advertising plan. We are going to promote our show in various media to attract visitors and we would like to raise public interest in the wonderful world of numismatics. Please refer to the table below for more detail.

北京 Beijing	
电视/TV	北京电视台，全国最有影响力的省级电视台之一 BTV , one of the most popular provincial satellite TV in China.
全国 China	
新闻发布/Press Release	The news of the show will be posted on popular collection websites in China like Sina collection, cang.com, CnArts.net , the most popular art portals in China.
在线广告/Online Advertisement	Banner advertisements will be posted on numismatic transaction websites such as Shouxi.com and HXGQ , the most well-known sites in China numismatic industry.
币展与市场 Coinshow & Market	
Flyers and Posts	Over 20,000 flyers and 300 Posts were distributed locally and also to shows in Hongkong, Beijing, Shanghai, Guangzhou coin market.
在线推广 Online Promotion	
Official Website	All announcements and updates are posted on our official website http://www.ChinaCoinShow.com/
Wechat/APP	Wechat public platform of Shouxi, Coin in Coin, Yicang APP
Shouxi	Shouxi, a well-known numismatic platform, will promote the coin show in homepage focus photo, headline, forum highlights (http://bbs.shouxi.com/forum.php). They will also place a banner advertisement in their bbs channel for 1 month

CICE Beijing has designed an advertising programme which will provide businesses the opportunity to support the event. Our programme has been developed to provide businesses with an excellent return on their investment. Our package offers you brand exposure throughout the event. Please refer to the following table for the advertising programme detail.

Sponsor and Advertising Items

赞助商方案/Sponsor Plan				
广告形式 Ads Type	图示 Example	规格 Size	数量 Quantity	单价 Price/RMB
包厢广告 Big KT Board		<p style="color: red; font-weight: bold;">#.4+#.9</p> 4.6m x 1.3m	2 pieces	¥ 8,000
		<p style="color: red; font-weight: bold;">#.3+#.10</p> 5.6m x 1.3m	2 pieces	¥ 10,000
		<p style="color: red; font-weight: bold;">#.1+#.2</p> 6.5m x 1.3m	2 pieces	¥ 10,000
		<p style="color: red; font-weight: bold;">#.5+#.8</p> 7.2m x 1.3m	2 pieces	¥ 12,000
		<p style="color: red; font-weight: bold;">#.6+#.7</p> 7.2m x 1.3m	2 pieces	¥ 12,000
传单 Flyer	赞助商联合标志/Sponsor Logos		20000	¥ 10,000.00
海报 Post	赞助商联合标志/Sponsor Logos	100cm×80cm	300	¥ 6,000.00
参展证 Badges	赞助商联合标志/Sponsor Logos		500	¥ 5,000.00
门票 Tickets	赞助商联合标志/Sponsor Logos	21cm×7cm	5000	¥ 5,000.00
合计 Total: ¥ 34,000/¥ 36,000/¥ 38,000				

广告方案/Advertising Plan

广告形式 Ads Type	图示 Example	规格/Size Width x highth	数量 Quantity	单价 Price
参展手册 ShowBook		142×210mm	2000	
封二 After Cover		142×210mm	1	¥ 6,000.00
封三 Before Back Cover		142×210mm	1	¥ 6,000.00
封底 Back Cover		142×210mm	1	¥ 10,000.00
内页 Inside Page		142×210mm	1	¥ 3,000.00
内页跨页 Inside 2 Pages		284×210mm	2	¥ 6,000.00

背板广告制作/Backdrop Make

广告形式 Ads Type	图示 Example	规格/Size Width x highth	数量 Quantity	单价 Price
背板广告 backdrop		V 区 正面:2.48m x 2.4m 侧面:1.95m x 2.4m	1	¥ 600.00
		A 区 正面:2.98m x 2.4m 侧面:1.95m x 2.4m		
电视租用 TV Rent		42 吋/inch, 3 Days	1	¥ 2,400.00

展覽平面圖 Exhibition Floor Plan

