

2020 中国(国际)钱币(广州)展销会广告计划

2020 CICE Guangzhou Advertising Programme 9/19-20



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 2020 广州国际钱币展销会的广告招商计划。此次广州钱币展期间,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 2020 CICE Guangzhou 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.

广州 Guangzhou	
电视/TV	广东卫视, 全国最有影响力的省级电视台之一 GDTV , one of the most popular provincial satellite TV in China.
报纸/Newspaper	广州日报、南方都市报、南方周末 Guangzhou Daily, Southern Metropolis Daily, Southern Weekly
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, Coinsky 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 market.
在线推广 Online Promotion	
Official Website	All announcements and updates are posted on our official website http://www.ChinaCoinShow.com/
Shouxi	Shouxi, a well-known numismatic platform, will promote the coin show in their wechat public platform and forum highlights (http://bbs.shouxi.com/forum.php). They will also place a banner advertisement in their bbs channel for 1 month

CICE Guangzhou 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.

Advertising Items

Items	Description	Size/ Quantity	Price
<p data-bbox="159 201 732 237">2 Floor and 3 Floor Huge Foam Board</p> 	<p data-bbox="820 237 1117 514">There are 2 Huge Foam Boards at the entrance outside, which is a very eye-catching location. 2 Boards are different kind but the same effect.</p> <p data-bbox="820 562 1117 716">Also There are 2 Huge Foam Boards beyond the entrance outside, a little smaller.</p>	<p data-bbox="1140 237 1344 594">2 sizes - A, 2 Floor 10m (width) x 1m (height) - B, 3 Floor 2.05m (width) x 1m (height) x 4</p> <p data-bbox="1140 730 1344 884">- C, 2 Floor 4.5m (width) x 1m (height) x 3</p> <p data-bbox="1140 932 1344 1085">- D, 3 Floor 4.5m (width) x 1m (height) x 3</p>	<p data-bbox="1365 237 1539 268">Sponsor Price</p> <p data-bbox="1365 317 1516 390">- A, 2 Floor RMB 20,000</p> <p data-bbox="1365 443 1516 516">- B, 3 Floor RMB 20,000</p> <p data-bbox="1365 730 1516 804">- C, 2 Floor RMB 16,000</p> <p data-bbox="1365 932 1516 1005">- D, 3 Floor RMB 16,000</p>
<p data-bbox="305 1171 586 1207">Huge Pillar Poster</p> 	<p data-bbox="820 1207 1117 1524">There are 6 huge pillars in the show room for ads. You can design the advertisement to your requirements. We will be responsible for the production and the production cost.</p>	<p data-bbox="1140 1207 1344 1276">Every pillar has four directions.</p> <p data-bbox="1140 1329 1344 1482">Size: 214cm (width) x 126cm (width) x 349cm (height)</p>	<p data-bbox="1365 1207 1539 1239">Sponsor Price</p> <p data-bbox="1365 1287 1533 1360">RMB 16,000 / 2 Pillars</p> <p data-bbox="1365 1413 1479 1608">Pillars Selection 01 & 04; 02 & 05; 03 & 06</p>

Advertising Items

<p style="text-align: center;">Posts / Flyers / Tickets / Badges</p> 	<p>We distribute posts and flyers in Beijing, Shanghai, Guangzhou, Hongkong market and important partners like GBCA, HXGQ who send to their clients. Tickets sell to all visitors, collectors who do not have badges</p>	<p>Printing Quantity</p> <p>Post: 300</p> <p>Flyers: 20,000</p> <p>Tickets: 5,000</p> <p>Badges: 5,00</p>	<p>Sponsor Price</p> <p>Post: RMB 6,000</p> <p>Flyers: RMB 10,000</p> <p>Tickets: RMB 5,000</p> <p>Badges: RMB 5,000</p>
<p style="text-align: center;">Show Book</p> <p style="text-align: center;">142mm</p>  <p style="text-align: center;">210mm</p>	<p>You can also place advertisements in the show book which distribute to visitors, dealers, collectors, exhibitors.</p>	<p>Printing Quantity: 2,000</p> <p>Without bleeding A5 – 142×210mm</p> <p>With bleeding A5 – 148×216mm</p>	<p>Sponsor Price</p> <p>After Cover RMB 6,000</p> <p>Before Back RMB 6,000</p> <p>Back Cover RMB 10,000</p> <p>Inside 1 Page RMB 3,000</p> <p>Inside 2 Pages RMB 6,000</p>
<p style="text-align: center;">Outdoor LED</p> 	<p>There is a super big size LED at the corner of Oriental crossroads, different direction people all can see the advertising.</p>	<p>Size 42"</p>	<p>Sponsor Price</p> <p>RMB 6,000 / 3 Days</p>

2020 CICE Guangzhou Sponsor and Advertising Plan

Every sponsor will be in this exhibition presented the following value **RMB 48,000** sponsor plan. We only charge each **RMB 35,000 sponsorship fee**, to thank you sincerely support.

1), Sponsor plan: Every CICE sponsor share the following 5 special and super value rights:

A, Hall Pillar Post: There are 6 huge pillars in the show hall, Every size is 214cm(width) x 126cm(width) x 349cm(height), four direction all can be advertising. Every sponsor can chose two and design the content, we will make it for you. Every sponsor price is **RMB 16,000**.

B, Flyer: 20,000 printing quantity with all sponsor Logos, we distribute them to Beijing, Shanghai, Guangzhou, Hongkong market, important partner will send to their clients. Every sponsor is **RMB 10,000**.

C, Post: 300 printing quantity with all sponsor Logos, we distribute them to Beijing, Shanghai, Guangzhou, Hongkong market, important partner like GBCA, HXGQ's company. Every sponsor is **RMB 6,000**.

D, Tickets: 5,000 printing quantity with all sponsor Logos, sell to all visitors, collectors. Every sponsor is **RMB 5,000**.

E, Badges: 500 printing quantity with all sponsor Logos, Every sponsor is **RMB 5,000**.

F, LED: Broadcast all day and night during the coin show, Every sponsor is **RMB 6,000**.

Upon is the standdard sponsor program, the total price is **RMB 48,000**, every sponsor enjoy a price with **RMB 35,000** after discount.

2), Advertising plan: Besides the sponsor plan, every sponsor also can chose the following advertisement. CICE sponsor share the first choice rights.

A, Huge Foam Board: There are 4 Huge Foam Boards at and beyond the entrance outside, which is a very eye-catching location. 4 Boards are differnet kind but the same effection. 2 Floor plan A and 3 Floor plan B price are all **RMB 20,000**. 2 Floor plan C and 3 Floor plan D price are all **RMB 16,000**.

B, Show Book: The Printing quantity is 2,000, we will provide the show book to visitors, dealers, collectors, exhibitors. After Cover: **RMB 6,000**. Before Back: **RMB 6,000**. Back Cover: **RMB 10,000**. Inside 1 Page: **RMB 3,000**. Inside 2 Pages: **RMB 6,000**.

Every sponsor can chose as you need.

3), Sponsor and support: CICE sponsor share the first response and service rights.

CICE team will support for all sponsor's requirement, such as booth backdrop make, inside TV rent(Broadcast the story of your company to promote the brand. We can rent for you if need, **RMB 2,400/3 Days**)

Regards,

Guang Zhou Coin Show Committee

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