



# The 114<sup>th</sup> China Daily-Use Articles Trade Fair & Smart Lifestyle Expo

2020.07.23-25

Shanghai New International Expo Centre

W1-W8, E1-E7, N5

Organised by:  Reed Huabai Exhibitions  
励展华百展览(北京)有限公司

Supported by:  China Commerce Association for General Merchandise

Improve the popularity of your booth!  
Enhance the exposure of enterprise and brand image!

Stand out from **3,000** exhibitors  
and impress the **90,000** target audience!

**CDATF 2020 Value-added Packages** is the customized version of promotion opportunities that help exhibitors by effectively targeting key customers and attracting traffic to the booth, which in addition can help achieve double exposure of "booth + advertisement" for exhibitors.

## Basic Services at CDATF

<b>Exhibitor Joint Referral Program</b>	These special joint invitation letters (electronic or print) will be available for exhibitors to invite VIP customers to attend the event with exclusive onsite services.
<b>Exhibitors List</b> (official website/exhibition catalogue/app)	The information you provide will be released through the official channels of CDATF, thus bringing you free exposure for a whole year.
<b>Recommendation Page</b>	Recommend your exhibits to pre-registered audiences based on their interests before the event.
<b>Logo Display Billboard</b>	The logos of exhibitors are displayed on the billboard.

## Value-added Service at CDATF

### Sales Acceleration:

#### 1/4 Page ad of preview brochure

Before the show, the organiser will provide pre-registered visitors with badges and preview brochure via direct mail. Exhibitors who purchase this service will obtain 1/4p advertising space in the brochure.



#### Top product recommendation to pre-registration visitors

Exhibitors in the corresponding categories will be listed on the pre-registration confirmation page according to visitor's needs. Exhibitors who purchase this service will be recommended first.



### Brand Promotion:

#### Ad placed inside the app

The ad is displayed at the exhibitor list page of the CDATF app. When checking out the exhibitor list, a potential buyer will notice your company profile first. You are presented to the buyer as a VIP exhibitor.



#### Exhibitor live streaming

A live 10-20 minute interview for exhibitors at the exhibition site, with a permanent link generated to connect with the archived recording. You can easily share the link with customers.



#### Conference area sponsorship

Within three days of the meeting, one roll screen is to be placed in the conference area and company profiles could be placed at the reception desk.



#### Hanging ad banners in the halls

Banners hanging overhead along the main path in the exhibition hall. Both sides of the banner are shown to thousands of visitors, thus to enhance your brand image.



# CDATF 2020 VALUE ADDED PACKAGES

## Sales Acceleration Packages

Sales Acceleration Packages	Plan 1 (only 16 slots available)	Plan 2 (only 8 slots available)	Plan 3 (only 8 slots available)
Visitor's guide ad 1/4P (¥ 3,000) Or exhibitor catalogue ad 1P (¥ 5,000)	✓	✓	✓
Preview brochure ad 1/4P (¥ 3,000)	✓	✓	✓
Logo displayed at website (¥ 2,000)	✓	✓	✓
Ad placed with WeChat (¥ 2,000)	✓	✓	✓
LED ad (10 seconds) (¥ 5,000)		✓	✓
Top product recommendation to pre-registration visitors (¥ 5,000)		✓	✓
Product presentation (¥ 10,000)			✓
	¥ 4,000	¥ 6,000	¥ 10,000

## Brand Promotion Packages

Brand Promotion Packages	Plan 1	Plan 2	Plan 3
Promotional articles on official WeChat (¥ 2,000)	✓	✓	✓
WeChat mini program ad (¥ 3,000)	✓	✓	✓
Exhibitor catalogue ad 1P (¥ 5,000)	✓	✓	✓
Exhibitor's live streaming (¥ 5,000)	✓	✓	✓
Conference area sponsorship (¥ 8,000)		✓	✓
Hanging banner ad in the halls (¥ 20,000)			✓
	¥ 8,000	¥ 12,000	¥ 25,000

For more details, please contact:  
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