



Building Industrialization China  
Shanghai  
13-15 November 2016

## 2016上海国际建筑工业化展览会 2016 Shanghai International Building Industrialization Exhibition

2016.11.13-15

上海新国际博览中心 N2馆  
Hall N2, Shanghai New International Expo Centre

[www.bicchina.com.cn](http://www.bicchina.com.cn)

Fax/传真: 86-21-6195 6099

Tel /电话: 86-21-6195 6088

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### Package A

RMB 5,000

价值5,000元的媒体推广服务, 包含以下内容:

#### BIC官网推广:

- 1、“展商定制页面”展示 – 参展企业名称、logo、展位号、  
官网链接及公司简介
- 2、“展会平面图”展示 – 参展企业简称及展位号
- 3、“展商新闻”发布 – 参展企业新闻(可配图), 1次/月

#### BIC印刷品推广:

- 1、《BIC·观之观展商》展示: 参展企业名称、logo、展位号、  
官网链接及公司简介
- 2、《BIC 2016 会刊》展商推荐: 参展企业名称、logo、展位号、  
官网链接及公司简介
- 3、《BIC 2016 参观指南》展商推荐: 参展企业名称及展位号

#### 社交媒体客户服务:

- 1、微信发布: 通过BIC官方微信平台发布企业新闻/专访  
(可配图) 1篇

The media promotion fee of RMB 5,000 will be charge  
with the participation costs.

#### Official website

- 1、Company name, logo, booth number, company profile and  
company website on 'Exhibitor' customized website
- 2、Company profile and booth number on 'Floor Plan' website
- 3、Company news on 'Exhibitor News' website  
(which can be illustrated, 1/month)

#### Printing

- 1、Company name, logo, booth number, company profile and  
company website on 'China Market Perception • BIC • Exhibitors'
- 2、Company name, logo, booth number, company profile and  
company website on 'Exhibitor Recommendation' of  
Show Directory
- 3、Company name and booth number on  
'Exhibitor Recommendation' of Visitor Guide

#### Social Media

- 1、Release company news or interview on Wechat  
(which can be illustrated, 1 post)

#### 温馨提示:

- 媒体服务及推广有效期: 自企业确认参展并交付所有参展费用之日起至展会结束;
- 媒体服务及推广共分为3档, 即Package A, Package B, Package C, 其包含内容递增,  
即Package B包含Package A中所有内容, 并加Package B的媒体服务及推广, 以此类推;
- 参展企业有义务向主办方提供企业信息及发布的主要内容;
- 上海万耀企龙展览有限公司拥有最终解释权。

#### Tips:

- Media services and period of validity: from confirmation of participation and payment of all fees to  
the end of the show;
- Media services and promotion are divided into 3 part: Package A, Package B, Package C.  
Their contents increase by degrees, that means, for example, Package B contains Package A  
and additional services;
- Exhibitors are responsible for offering information about enterprises and main contents for release;
- VNU reserved the right of final explanation.



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### Package B

RMB 8,000

价值8,000元的媒体推广服务, 包含以下内容:  
(包含Package A的内容, 并提供以下服务及推广)

#### BIC官网推广:

- 1、“展商定制页面”展示 – 参展企业项目案例展示、产品信息发布
- 2、“展会平面图”展示 – 参展企业彩色logo
- 3、“展商新闻”发布 – 参展企业新闻/专访(可配图), 次数不限。

#### BIC印刷品推广:

- 1、《BIC·观之观展商》展示: 参展企业项目案例展示、产品信息发布
- 2、《BIC 2016 会刊》展会平面图: 参展企业简称及展位号
- 3、《BIC 2016 参观指南》展会平面图: 参展企业简称及展位号

#### 社交媒体客户服务:

- 1、微信发布: 通过BIC官方微信平台发布企业新闻/专访  
(可配图) 3-5篇

#### 展商邀约:

- 1、定制电子版VIP邀请函: 设计制作含参展企业个性化元素的电子版VIP邀请函, 协助企业邀请其核心观众(邀请函以邮件形式发送)
- 2、定制电子版邀约海报: 设计制作含参展企业的个性化元素的电子版邀约海报(0.9m\*1.2m), 协助企业邀请其核心观众  
(海报以邮件形式发送)

The media promotion fee of RMB 8,000 will be charge  
with the participation costs.

(Contains all services provided by Package A and offers  
following services and promotion)

#### Official website

- 1、Case and production information release on ‘Exhibitor’  
customized website
- 2、Company color logo on ‘Floor Plan’ website
- 3、Company news or interview on ‘Exhibitor News’ website  
(which can be illustrated) The number of posts is unlimited.

#### Printing

- 1、Case and production information release on  
‘China Market Perception • BIC • Exhibitors’
- 2、Company profile and booth number on ‘Floor Plan’ of  
Show Directory
- 3、Company name for short and booth number on ‘Floor Plan’ of  
Visitor Guide

#### Social Media

- 1、Release company news or interview on Wechat  
(which can be illustrated, 3-5 posts)

#### Exhibitor invitation

- 1、Customize electronic VIP invitations: design electronic invitations  
which include specific elements of exhibitors and help them  
invite core target group. (Invitations will be send by e-mail)
- 2、Customize electronic posters for invitation: design electronic  
posters which include specific elements of exhibitors  
(0.9m\*1.2m) and help them invite core target group.  
(Electronic posters will be send by e-mail)

#### 温馨提示:

- 媒体服务及推广有效期: 自企业确认参展并交付所有参展费用之日起至展会结束;
- 媒体服务及推广共分为3档, 即Package A, Package B, Package C, 其包含内容递增,  
即Package B包含Package A中所有内容, 并加Package B的媒体服务及推广, 以此类推;
- 参展企业有义务向主办方提供企业信息及发布的主要内容;
- 上海万耀企龙展览有限公司拥有最终解释权。

#### Tips:

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- Media services and promotion are divided into 3 part: Package A, Package B, Package C.  
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### Package C

RMB 12,000

价值12,000元的媒体推广服务, 包含以下内容:  
(包含Package A&B的内容, 并提供以下服务及推广)

#### BIC官网推广:

- 1、“展商定制页面”展示 – 参展企业视频, 数量不限

#### BIC印刷品推广:

- 1、《BIC·观之观展商》参展企业1P彩页广告
- 2、《BIC 2016 会刊》展会平面图: 参展企业彩色logo;  
参展企业1P彩页广告
- 3、《BIC 2016 参观指南》展会平面图: 参展企业彩色logo

#### 社交媒体客户服务:

- 1、微信定制: VIP观众邀请函, 内容包含参展企业名称、logo、展位号、公司简介、项目案例、产品信息等  
(可转发好友及分享朋友圈)

#### 展商邀约:

- 1、定制纸质版VIP邀请函: 设计制作含参展企业个性化元素的纸质版邀请函, 协助企业邀请其核心观众  
(纸质版邀请函将以快递形式发送, 便于企业宣传推广)。
- 2、定制纸质版邀约海报: 设计制作含参展企业的个性化元素的邀约海报 (0.9m\*1.2m), 协助企业邀请其核心观众  
(纸质版海报将以快递形式发送, 便于企业张贴)。

The media promotion fee of RMB 12,000 will be charge with the participation costs.

(Contains all services provided by Package A&B and offers following services and promotion)

#### Official Website

- 1、Company video on ‘Exhibitor’ customized website  
The number of posts is unlimited.

#### Printing

- 1、Color advertising for 1p on ‘BIC Perspective on Exhibitors’
- 2、Company color logo and color advertising for 1p on ‘Floor Plan’ website of Show Directory,
- 3、Color logo on ‘Exhibitor Recommendation’ of Visitor Guide

#### Social Media

- 1、Customized Wechat post: VIP visitor invitation, including company name, logo, booth number, company profile, project case and product information release  
Customized Wechat post (which can be forwarded to friends and shared in your circle of friends.)

#### Exhibitor invitation

1. Customize paper VIP invitations: design paper invitations which includes specific elements of exhibitors and help them invite core target group. (paper invitations will be send by express which is convenient for promotion)
2. Customize paper posters for invitation: design paper posters which includes specific elements of exhibitors (0.9m\*1.2m) and help them invite core target group.(paper posters will be send by express which is convenient for posting)

#### 温馨提示:

- 媒体服务及推广有效期: 自企业确认参展并交付所有参展费用之日起至展会结束;
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- 参展企业有义务向主办方提供企业信息及发布的主要内容;
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